

East Riding of Yorkshire Rural Strategy

2013 - 2016



EAST RIDING
OF YORKSHIRE COUNCIL



East Riding of Yorkshire
Rural Partnership

Foreword

Sir Ian Macdonald of Sleat
Chairman, East Riding of Yorkshire Rural Partnership

The privilege of chairing the East Riding of Yorkshire Rural Partnership is particularly exciting at this time of change. Many of the ambitions of the 2005 East Riding of Yorkshire Rural Strategy have been realised, but social, economic and environmental changes continue to generate challenges.

Therefore I am delighted that we have been able to produce this new Rural Strategy in partnership with East Riding of Yorkshire Council, and I must thank members of the Rural Partnership for the significant contribution in time and expertise that they have given during its development.

This Rural Strategy, with its companion Action Plan, presents a rare window of opportunity for all organisations and individuals with rural interests at heart to join their efforts to a common purpose of improving the life of rural communities and businesses and helping to ensure the sustainability of the countryside.

Our hope is that by addressing the shared priorities identified in these pages together, rural communities and businesses in the *Rural East Riding* will become better placed to realise their own goals and ambitions.



Councillor Jane Evison
Portfolio Holder for Economic Development, Tourism and Rural Issues, East Riding of Yorkshire Council

With its wonderfully varied landscape, attractive settlements and dramatic coastline, the East Riding of Yorkshire is one of England's distinctive rural areas.

Whilst this may, for some, conjure up images of a rural 'idyll', current economic uncertainty and major policy changes are presenting rural communities and businesses with both acute challenges and exciting opportunities.

Often, the factors that make the *Rural East Riding* so special, such as its attractive countryside and low population density, also present difficulties, whether for a rural community seeking to access services or a rural business looking to reach new customers.

In addition, in an increasingly complex world, rural problems rarely lend themselves to simple solutions. The close and immediate inter-dependence that exists between rural communities, rural businesses and the local environment means that actions aimed at addressing rural priorities need to be joined-up and carefully designed.

Now, more than ever, we need to come up with innovative and effective ways of developing our rural economy and supporting the resourcefulness of our rural communities while caring for our unique environment.

The arrival of this new Rural Strategy could not be more timely. I hope you will support the Rural Strategy and help us to enhance the vibrancy and prosperity of the *Rural East Riding* in the years ahead.



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1 Introducing the New Rural Strategy

Background

- 1.1 The East Riding of Yorkshire covers an area of 933 square miles. In mid 2010 the Office for National Statistics (ONS) estimated that the unitary authority area had a population of 338,690. ONS Population Projection in 2008 predicted that the population of the East Riding would reach 417,000 by 2033. The growth in the area's population has included significant flows of people moving from the City of Hull to Haltemprice, Beverley and surrounding rural areas, and from York and West Yorkshire to rural and coastal areas. The ONS prediction is for a slightly higher rate of population growth than the national rate. Nevertheless the area remains largely rural, with 95% of the land area being agricultural. This results in a low population density of approximately 1.4 people to the hectare.
- 1.2 Under the Government's most recent definition of rural the majority of the *Rural East Riding* is classified as 'less sparse rural'. Despite recent population increases, population density is therefore still well below the national average. There are pockets of more remote 'sparse rural' in the high Wolds around Langtoft and Sledmere. Though Beverley, Bridlington, Driffield, Goole and Haltemprice are all classed as 'urban', over half of the East Riding's population still lives in communities classed as rural. Data Map 1 in Annex 4 shows the Defra Rural Urban Classification 2007 as it affects the East Riding. Figure 1 below shows the East Riding of Yorkshire and its principal towns.

Figure 1: East Riding of Yorkshire - Area Map



- 1.3 In 1996 East Riding of Yorkshire Council was created as a new unitary authority, and the new Council immediately recognised the importance of rural issues to its community. The Council responded by setting-up a small team to focus on rural



development. The new team supported, as a priority, the establishment of an East Riding of Yorkshire Rural Partnership.

- 1.4 The East Riding of Yorkshire Rural Partnership was launched in 1998 at the Council's first Rural Conference. The Rural Partnership acts as the area's rural advocate, speaking out with authority on rural issues. The 1998 Conference also launched the first East Riding of Yorkshire Rural Strategy, subsequently revised and updated in 2005.
- 1.5 The actions proposed in the first Rural Strategy for the East Riding of Yorkshire ultimately led to East Riding of Yorkshire Council being awarded Beacon Council Status for its work in supporting the rural economy. The Council's reputation for excellence in rural development also led to it being chosen to deliver one of Defra's eight Rural Delivery Pathfinders between 2005 and 2008. The existence of an effective Rural Strategy underpinned these and other achievements, and was instrumental in their success.

Review of Achievements to Date

- 1.6 In order to move forward with the new East Riding of Yorkshire Rural Strategy, it is important to consider what progress has been made in delivering the aims and objectives of earlier Rural Strategies, and in particular the achievements since the last version was written in 2005. Over this period, rural issues have for the most part enjoyed a relatively high profile at national, regional and local levels. In the East Riding of Yorkshire, due in large part to East Riding of Yorkshire Council's commitment to its rural communities and the work of the East Riding of Yorkshire Rural Partnership, through the Rural Strategy, the rural agenda at the local level has also been to the fore - and the 'Rural Voice' has been strong.
- 1.7 Some key successes since work started in 1998 include securing the following:
 - Single Regeneration Budget Programmes in Withernsea and southern Holderness and Beverley / Driffield
 - Market Town Initiatives in Hornsea, Market Weighton and Howden
 - *Revitalising the Riding* - LEADER+ in the East Riding of Yorkshire
 - Beacon Council Status for East Riding of Yorkshire Council under the theme of Supporting the Rural Economy
 - *Coast, Wolds, Wetlands & Waterways* - LEADER 2007-13
 - Humber Rural Delivery Pathfinder.
- 1.8 All these initiatives have brought benefits to and helped sustain rural communities through funding opportunities, joint-working, best practice exchange and improved service delivery. Other more 'on-the-ground' examples of successful activity undertaken by rural partners - many of which were outlined in the 2005 Rural Strategy - are included in Annex 1.

Progress against the 2005 Rural Strategy

- 1.9 In 2005, the Rural Strategy identified five themes which needed to be tackled. These were:



- *Enterprises in rural areas*
- *Sustainable food and farming practices*
- *Market towns and their roles*
- *Vibrant and active communities*
- *Coast and river lowlands.*

Good progress has been made against these themes.

- 1.10 ***Rural enterprises*** have received targeted support from the former Yorkshire Forward and Business Link Yorkshire through the Rural Development Programme for England (Rural Enterprise Investment Programme and the Rural Business Start-Up Panel), East Riding of Yorkshire Council's Rural Enterprise Adviser, Bishop Burton College's Business Advisory Service and the Growing Routes Programme. A Women-in-Rural-Enterprise Network has been re-established. Facilitated by the York, North Yorkshire and East Riding Local Enterprise Partnership, work is currently under way to draw-up a Planning Tool-Kit for rural economic activity in the East Riding to facilitate and ensure high quality development.
- 1.11 ***Sustainable food and farming*** has been high on the agenda of the Rural Partnership over recent years. A Supplementary Paper to the 2005 Rural Strategy looked at the importance of agriculture and land management to the East Riding and identified actions aimed at supporting and enhancing the farming sector. This work has helped to put East Riding of Yorkshire Council and its partners at the forefront of working effectively with the sector. The importance of Local Food to a wide-range of agendas was specifically recognised, resulting in the establishment of the East Riding of Yorkshire Local Food Network. In July 2012, the Network became independent from the Local Authority. It will continue to work to support local producers and strengthen links with the hospitality sector.
- 1.12 Activity to enhance and strengthen the role of ***market towns*** has primarily been taken forward through East Riding of Yorkshire Council's Market Towns Renaissance Team working with local regeneration partnerships. Long-term renaissance plans are in place for Beverley, Driffield, Hornsea and Withernsea. Successful projects include schemes to improve the public realm and stimulate investor confidence, ranging in scale from the award-winning million pound revitalisation of the central promenade in Hornsea to the low budget creation of the station gardens in Driffield.
- 1.13 ***Vibrant and active rural communities*** lie at the heart of a sustainable countryside. Working with stakeholders and local communities, initiatives linked to affordable housing, transport and community services have been progressed. Over the last three years, East Riding of Yorkshire Council has successfully developed over 330 *affordable homes*. Going forward, the Council - through its Housing Strategy and Development Team - has managed to secure funding for 156 homes to be delivered up to April 2015, with roughly a third planned to be within rural villages.



- 1.14 Major advances in rural *transport* provision have been achieved. Four community transport operators now cover the East Riding, and all have achieved significant year-on-year passenger growth. For example in 2005, the Goole GoFAR Project ran one vehicle and delivered 2,028 passenger journeys. In 2011 it operated seven vehicles and delivered 39,035 journeys. Other operators such as HART (Holderness Area Rural Transport) have experienced similar growth. This growth in capacity and services has been made possible through a range of initiatives¹. Advances have also been made in leisure transport, with new branded bus services and an extensive network of leisure cycle routes now being actively promoted. East Riding of Yorkshire Council's Wheels-to-Work Scheme has been successfully consolidated, and local rail services have experienced high levels of passenger growth.
- 1.15 The range of *community services* is broad - covering health and social care, education, training and skills and village facilities. There has been much activity to address these issues. Some examples include:
- The Health Trainer Programme has expanded within the East Riding and effectively utilised the public health vehicle to reach more isolated communities
 - The Health Through Warmth Programme is operating in the East Riding and has forged good partnership working to help reach more people in need and enable more people to access affordable warmth measures
 - The Joint East Riding Health Strategy 2010 set out a clear vision for partners to work together to respond to the health needs of the people living in the area. Work undertaken includes the development of neighbourhood teams bringing services nearer to the people and a new purpose-built hospital in Beverley
 - The establishment by the Humber and Wolds Rural Community Council of the East Riding Association of Rural Community Buildings
 - Providing local knowledge and expertise and supporting local businesses during the last Government's Post-Office Closure Programme.
- 1.16 Issues around ***coast and river lowlands*** have major implications for people, the local economy and the environment. They present major management challenges. Since 2005 East Riding of Yorkshire Council has been engaged in a number of initiatives which have informed approaches to coastal change management at the local, regional and national levels. Work started on the Flamborough Head to Gibraltar Point Shoreline Management Plan in September 2007, with the East Riding as the lead authority².
- 1.17 More recently, between 2009 and 2012 the Council was one of 15 local authorities to receive funding from the Department for Environment, Food and Rural Affairs (Defra) to deliver projects to develop and trial innovative approaches to coastal change adaptation and management³. Since the end of the East Riding Coastal Change Pathfinder, Defra has used elements of the project as examples of best-practice nationally. This has resulted in the Council being appointed as lead authority for the delivery of a further project to help identify a preferred approach to establishing Coastal Change Management Areas to support appropriate and sustainable coastal planning⁴.



- 1.18 Annex 1 looks in detail at the achievements to date against the Strategic Aims and related Objectives included in the 2005 Rural Strategy to address the themes.

Scope and Context

- 1.19 The new Rural Strategy builds on these achievements. It has been developed through wide consultation with both existing and new partners and stakeholders. This has included consultation with the East Riding of Yorkshire Rural Partnership, senior officers from East Riding of Yorkshire Council, relevant government agencies and key representatives from the voluntary and private sectors. The Rural Strategy has also been subject to wide formal public consultation, in line with the principles of the Council's statement of community involvement, produced as part of the Local Plan process.
- 1.20 The Rural Strategy covers the East Riding of Yorkshire unitary authority area, but also recognises the importance of links to adjoining areas in North Yorkshire including Ryedale, the Vale of York and Scarborough Borough. In these bordering areas there are clear overlaps of interest and opportunities for sharing facilities and services. These connections are reflected in East Riding of Yorkshire Council's membership of two Local Enterprise Partnerships, in the area covered by the *Coast, Wolds, Wetlands and Waterways* LEADER⁵ Programme and in the 'Functional Economic Areas'⁶ identified in the East Riding of Yorkshire Local Economic Assessment. Cross-boundary working with the City of Kingston Upon Hull continues to be of major importance, given its significance as a travel-to-work destination, the dynamism of the Humber Ports and the strong supply chains that exist between the City and its rural hinterland.
- 1.21 The Rural Strategy analyses the key opportunities and challenges facing the *Rural East Riding's* communities, economy and environment. Each of these sections develops its narrative from the analysis of the *Rural East Riding's* strengths, weaknesses, opportunities and challenges undertaken as part of the process of developing the Rural Strategy's desired outcomes and key objectives for sustainable rural development. From these objectives, more specific actions and proposed activities are included in an Action Plan. The process for delivering the Rural Strategy is outlined in Section 7.
- 1.22 The Rural Strategy will have a key role in influencing the rural elements of other council strategies as they are developed in line with corporate priorities. There are strong links between the Rural Strategy and the emerging Local Plan Core Strategy - including the potential for elements of the Rural Strategy to become material considerations in determining planning applications. These elements - which may be developed as sub-strategies - will need to be designed appropriately and formally adopted. This work will form a key part of the Action Plan implementation process. An example will be the development of 'Rural Access to Services Standards'.





2. Why a New Rural Strategy is Needed

- 2.1 Recent political and economic changes have significantly altered the ways in which rural development needs to be addressed in the future. New challenges and opportunities are emerging, and these will need an informed and positive response from East Riding of Yorkshire Council and its partners. The new Rural Strategy sets out clear priorities for rural development and defines the outcomes that need to be achieved in this new policy landscape. Key policy changes and their local impacts are considered below.

Major Areas of National Policy Change and their Local Impact

- 2.2 Three large areas of policy change at national level are likely to have a major impact on the *Rural East Riding*. These are:
- The new National Planning Policy Framework
 - The Growth Review and Local Enterprise Partnerships
 - The Localism and Decentralisation Act.

The National Planning Policy Framework

- 2.3 In March 2012 the Government published its new National Planning Policy Framework (NPPF). This replaced all national planning guidelines, reducing these from about a thousand pages to forty. The NPPF clearly states that “planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development”. However Local Plans will still be important and, where they are sufficiently up-to-date, they will be the prime consideration in planning decisions.
- 2.4 The NPPF includes a ‘presumption in favour of sustainable development.’ Some, such as the National Trust and the Council for the Protection of Rural England (CPRE), have viewed this with concern, fearing unrestrained development in the countryside. Others welcome the greater priority placed on economic growth. The Government responded to criticism of the draft NPPF by stressing a commitment to protecting the green belt and giving ‘great weight’ to conserving National Parks and Areas of Outstanding Natural Beauty. However it has stopped short of producing too tight a definition of ‘sustainable development’ - sticking to the Bruntland⁷ definition as its starting point and after that using the whole of the NPPF as its definition.
- 2.5 The NPPF potentially gives greater scope for new economic development and housing in rural areas, where this can be shown to be sustainable in nature. However, the Government has continued to highlight the importance of plans at the local level in the form of Local Plans. Currently the Joint Structure Plan for Kingston Upon Hull and the East Riding of Yorkshire and various adopted Local Plans still form the legal planning framework within which East Riding of Yorkshire Council and others must operate. The Council operates a plan-led system. The Local Plan is the 'Development Plan' and will be used to determine planning applications. It is integral to the delivery of the NPPF at local level.



The Growth Review and Local Enterprise Partnerships

- 2.6 The second stage of the Government's Economic Growth Review focused on the rural economy. Its aims were to establish the best means of 'encouraging rural businesses to innovate and thrive' and 'realising the value of natural capital'. The Review examined the potential of the rural economy and assessed the scope for the development of new products and services based on rural environmental resources. These products are often referred to as 'ecosystem services' - public goods and benefits produced by effective management of the environment.
- 2.7 As a major national level initiative aimed at stimulating economic growth and rebalancing the economy, the Government encouraged the creation of private sector-led Local Enterprise Partnerships (LEPs). This initiative followed the abolition of the former Regional Development Agencies. It was accompanied by the creation of a competitive Regional Growth Fund and the establishment of Enterprise Zones in key locations. These offer major incentives for new business development. Stage two of the Growth Review resulted in a bidding round for the establishment of Rural Growth Networks - effectively a rural version of the Enterprise Zone initiative. No Rural Growth Network bids in the Yorkshire region were approved in the first bidding round. Five Pilot Rural Growth Networks have been approved in Swindon and Wiltshire, Durham and Northumberland, Devon and Somerset, Cumbria and Coventry and Warwickshire.
- 2.8 East Riding of Yorkshire Council is a full member of the Boards of two LEPs - the Humber LEP and the York, North Yorkshire and East Riding LEP (YNYERLEP). The Humber LEP has a clear focus on the creation of a renewable energy cluster based around major new industrial developments (and Enterprise Zones) in the Humber Estuary. However its Chairman, Lord Haskins, has stressed the importance of issues such as agriculture and tourism. These issues are seen as needing a localised approach, and as such will be devolved to LEP Sub-Boards on the north and south banks of the Humber. The North Bank Sub-Board will work closely with the YNYERLEP on these issues. The latter has an emerging strong focus on agricultural innovation, and clear priorities to support sustainable agriculture and tourism.
- 2.9 Both LEPs have a major role in promoting improved broadband and mobile phone coverage across their areas as part of the 'Rural Growth' agenda. Improved infrastructure to facilitate economic growth is a key theme for LEPs, and they will seek to lobby for infrastructure improvements such as better road and rail links. In general, LEPs view the causes of current stagnation in business growth as neither specifically urban nor rural. Business networks are seen as a key tool for enabling and encouraging investment. Supporting this activity is harder in rural areas due to the higher networking costs involved.
- 2.10 In September 2012, Defra issued a Rural Statement which underlines the Government's commitment to Rural England, and the creation of a 'vibrant living, working countryside'. It emphasises that the Rural Economy Growth Review (2011) confirmed the substantial contribution rural areas make to the national economy (£200bn in 2008) and reports substantial progress on a number



of measures, including the implementation of Rural Growth Network Pilots. Learning from these pilots is being disseminated to LEPs, and LEPs are being encouraged to adopt proven approaches and initiatives tested by the Networks. Defra will use the evidence gathered through its monitoring and evaluation process to determine whether or not to launch a second tranche of Rural Growth Networks, and it will be important to monitor closely the opportunities that this may present for the *Rural East Riding*.

- 2.11 Local Enterprise Partnerships and associated funding streams such as the Regional Growth Fund, the Growing Places Fund, Enterprise Zones and in particular Rural Growth Networks have potential to support rural economic growth. Humber and YNYER LEP activities are likely to assist rural economic growth in sectors such as sustainable agriculture and tourism, and result in the development of stronger and more focused rural business networks. Road and rail infrastructure improvements and better broadband and mobile phone services should benefit both urban and rural areas, enabling better labour market mobility. East Riding of Yorkshire Council's Economic Development Service, which includes Rural Programmes and External Funding Teams, is working closely with both LEPs to enable business growth. This work will link with and be reflected in the Rural Strategy's Action Plan as it is rolled forward.

The Localism and Decentralisation Act

- 2.12 The Localism and Decentralisation Act (2011) includes provisions on local governance, local government finance, planning and housing. It introduces challenging measures and rights designed to enable the implementation of the 'Big Society'. These have considerable implications for local authorities and rural communities. Key measures include:
- The introduction of Neighbourhood Plans, Neighbourhood Development Orders and powers to hold local referenda
 - New rights for communities to buy and manage their local assets, to build affordable homes and to challenge to deliver local services.
- 2.13 The potential freedoms and rights being devolved to rural communities through the Act are considerable. Many rural communities may find the challenge of neighbourhood planning or service delivery too daunting, and lack capacity to take advantage of the opportunities that the Act presents. However new resources are becoming available to help communities take up the challenge. The Social Investment Business, in partnership with Locality and the Association of Chief Executives of Voluntary Organisations is delivering an £11.5m support programme. Over three years, the programme will include a dedicated advice phone line where support and information will be available. It will also include grants to help groups to use the new right and bid to run local public services, resources and case studies.
- 2.14 Although several local communities have expressed interest in preparing a Neighbourhood Plan, at present it is difficult to assess the likely impact that the Act will have in the *Rural East Riding*. Rural communities which wish to secure local assets such as village shops, pubs, land and buildings will have new options to develop enterprising solutions - potentially taking over and running some of



these assets for community benefit. However many communities will need substantial help and advice to achieve their goals and the level of advice or funding available may be limited. The NPPF gives communities the opportunity to develop Neighbourhood Plans that enshrine local aspirations for sustainable development. However this will not be an easy process, as has been shown by the recent experience of Dawlish Parish in Devon.⁸

Other National Policy Changes

2.15 Other important national policy changes will also have impact. A White Paper on the natural environment 'The Natural Choice - securing the value of nature' was issued by Defra in June 2011. It seeks to reconnect people with nature and ensure that the social and economic benefits we derive from a healthy natural environment (ecosystem services) are properly valued. It supports growth in the 'green economy'. Key proposals include:

- The establishment of around 40 Local Nature Partnerships (LNPs) to cover the whole of England
- Provision of £7.5 million to fund 12 Nature Improvement Areas (NIAs) where natural systems will be enhanced.

East Riding of Yorkshire Council secured transitional funding to support the creation of a Local Nature Partnership covering the East Riding and including the City of Kingston Upon Hull. The Humberhead Levels, which is partly in the East Riding, have been designated as a Nature Improvement Area.

2.16 The Health & Social Care Act 2012 will enable:

- The abolition of the Primary Care Trusts and Strategic Health Authorities from April 2013
- The return of the delivery of public health interventions to local authorities with ring-fenced funding, and an increased scope including sexual health and drug and alcohol misuse
- The development of GP-led clinical commissioning groups to take on health commissioning responsibilities in local areas
- The establishment of new local Health and Wellbeing Boards.

2.17 Locally the East Riding of Yorkshire Joint Health Strategy continues to be a focus for health, care and wellbeing activity in the East Riding and good progress is being made against its key priority areas. The reforms within the Health and Social Care Act (2012) will bring fundamental changes in the planning and delivery of national and local health and care services from 2013. These changes will include the future development of a Health and Wellbeing Strategy for the East Riding. It will be important to ensure that rural health challenges⁹ are taken into account within the Health and Wellbeing Strategy and within new clinical commissioning arrangements. Accurate data is required to inform GP commissioning groups, and the development of better understanding of current and future rural care needs would stimulate new providers of services.

2.18 The Academies Act 2010 will give schools more freedom over their budgets and



curriculum. Academy status will also provide schools with the freedom to decide how best to use resources currently allocated by the Local Authority. Several schools in the East Riding have taken-up this challenge.

- 2.19 Major changes to the welfare benefit system are in progress. The Welfare Reform Act will introduce a new ‘Universal Credit’, which is aimed at simplifying the benefits system and encouraging people to return to work. The Police Reform and Social Responsibility Act will introduce directly elected Police and Crime Commissioners from November 2012 to replace police authorities.

Addressing Local Strategic Priorities

- 2.20 East Riding of Yorkshire Council’s local priorities are set out in its Business Plan, and are firmly based on residents’ views of, and aspirations for, living in the East Riding. The East Riding Local Strategic Partnership (LSP) is an umbrella partnership which brings together organisations from all sectors to work toward common goals and shared ambitions for the area. It provides a strong platform for joint-working and is also a vehicle for ensuring that public services are delivered in a strategic, cost-effective and timely way. The Council’s priorities are:

- **Maximising Our Potential** - *working with others to support sustainable economic growth and strong communities, ensuring the East Riding is a great place to invest in, live, work and visit*
- **Valuing Our Environment** - *responding to climate change, developing our infrastructure and safeguarding our heritage*
- **Supporting Vulnerable People, Reducing Inequalities** - *supporting in times of need, protecting from harm and improving the quality of life*
- **Promoting Health, Wellbeing and Independence** - *helping people to stay healthy, strong and fit for the future*
- **Reducing Costs, Raising Performance** - *developing our workforce and working with partners to provide excellent service, effective governance and value for money.*

- 2.21 Reduced levels of funding are challenging all local partners to reconsider how their services are delivered. Planning for the future is essential, as is ensuring that the demands of a changing economy and the changing social circumstances of many individuals and families are addressed. As a result of these changes the Local Strategic Partnership’s Community Plan has recently been reviewed and updated.

- 2.22 The East Riding of Yorkshire Rural Partnership is linked to the LSP through its links to the Economy and Skills Action Group and the Environment Action Group. The Rural Partnership sees the Rural Strategy and its Action Plan as the key route through which new approaches to rural economic development and the provision of rural services can be achieved. This will help East Riding of Yorkshire Council and its partners to address local strategic priorities, in a new and challenging financial and policy climate.

- 2.23 Local authorities face increasing pressures to balance and prioritise a substantially reduced budget. For rural local authorities these pressures are compounded by the Government’s local government funding formulae, council tax rates and average annual earnings. Recent analysis by the Rural Services Network (RSN) of these contexts shows that ‘predominantly rural’ authorities like the East Riding operate at a significant disadvantage. Details are shown in Figure 2.



Figure 2: Local Government Funding

Av Govt Grant Per Head (England)	Av Govt Grant Per Head (predominantly rural area)	Av Govt Grant Per Head (East Riding of Yorkshire)
£486.96	£324.41	£304.28
Av Council Tax Per Head (England)	Av Council Tax Per Head (predominantly rural area)	Av Council Tax Per Head (East Riding of Yorkshire)
£398.10	£488.12	£440.34
Av Annual Local Earnings (England)	Av Annual Local Earnings (predominantly rural area)	Av Annual Local Earnings (East Riding of Yorkshire)
£21,560	£19,320	£18,784

- 2.24 The Sparsity Partnership for Authorities Delivering Rural Services (SPARSE - RURAL) has also commissioned research into the added costs associated with providing services in rural areas.¹⁰ In summary, the research found many service-delivery areas with cost pressures linked to rurality. These included Fire Services, Primary Education, Home-to-School Transport, Waste Collection, Recycling and Domiciliary Care. Market pressures faced by private sector and voluntary sectors also increase the difficulty of delivering services in rural areas. The East Riding Local Plan is being developed, and this will tackle the challenge that many services cannot realistically be based in all settlements. It will seek to support a geographically-wide network of different sized service centres to promote a relatively equitable level of access to basic services across the East Riding.
- 2.25 Following the campaign by the Rural Services Network the Government has now unveiled proposals to change its funding formula to recognise the additional expense of providing services in rural areas. A consultation seeking views on the implementation of the proposals was published by the Department for Communities and Local Government in July 2012.¹¹ This focuses on how the Government plans to calculate local authority start-up funding allocations, baseline funding levels and other aspects of the business rates retention scheme. The proposal relating to rural services states - "Rural authorities and their representative bodies have argued that rural areas are comparatively under-funded and that there should be a correction applied. The Government accepts, based on the available evidence, that such a correction is warranted."
- 2.26 In addition to these cost pressures, the East Riding has an ageing population, with 20.9% of people aged over 65 years compared to 16.5% nationally. This age-band is forecast by the Office for National Statistics to experience high growth in the East Riding with a 40.4% increase predicted up to 2030. Since 1995 the area has experienced a year-on-year increase in the proportion of retired residents. This demographic change means that future plans need to take account of the needs of an increasing elderly population, many of whom may find themselves in isolated rural locations with potentially declining ability to access services¹².



2.27 Deprivation and disadvantage also add to rural service delivery challenges. The latest evidence (2011 Census) shows that while overall the quality of life for people living in the *Rural East Riding* is around the national average and generally good, there are significant exceptions. These include:

- South East Holderness Ward: high levels of deprivation (Index of Multiple Deprivation [IMD] 2011)
- North Holderness Ward: pockets of deprivation (IMD 2011)
- East Wolds and Coastal, Mid Holderness, Wolds Weighton, Howdenshire and Beverley Rural Wards: poor access to services and affordable housing (IMD 2011).

While acknowledging that it is difficult to identify small pockets of rural deprivation at micro-levels from the available statistical evidence, the Rural Strategy seeks to develop practical actions through which rural disadvantage can be addressed and reduced.

Links with Other Relevant Local Strategies

2.28 One of the ways in which the Rural Strategy can achieve its desired outcomes is to ensure that its key objectives add value to the aspirations, aims and objectives of other relevant strategies. Principal among these are the East Riding Community Plan (see para. 2.21) and the Core Strategy of the East Riding Local Plan, but many others have considerable significance.

The East Riding of Yorkshire Local Plan

2.29 East Riding of Yorkshire Council consulted on a further stage in preparing the Core Strategy of its Local Plan (formerly Local Development Framework) through November and December 2011. This 'Further Consultation' was prepared in response to comments on the previous draft and to reflect new evidence at the national and local levels. A 'Publication Consultation' must be undertaken before the document can be submitted to Government for independent examination. The Core Strategy of the Local Plan will form the basis of all local planning decisions and establish the overall level of housing provision. An associated 'Allocations Document' will allocate sites for development. Once adopted the Local Plan will form the basis of all local planning decisions, establish those settlements where new housing will be provided and provide guidance to communities wishing to develop Neighbourhood Plans and Development Orders.

2.30 The proposed changes will have significant implications for new development in rural service centres where 'proportional managed growth' to maintain character is now the preferred approach¹³. The East Riding of Yorkshire Rural Partnership has commented on the proposed changes. The final Core Strategy will build local consensus around a settlement network and an associated approach to development and housing allocation that can link strongly with, and give support to, the key objectives of the East Riding of Yorkshire Rural Strategy. Its proposed settlement network identifies the agreed level of housing and economic development defined as relevant for individual rural communities.



- 2.31 It is suggested that some ‘Rural Access to Services Standards’ could be developed in order to sharpen the focus of the Rural Strategy’s Action Plan. These could overlay the settlement network in the Local Plan to co-ordinate activity. The potential for developing appropriate ‘Access to Services Standards’ will be further explored through the Rural Strategy’s Action Plan implementation process¹⁴.
- 2.32 Figure 3 lists the most relevant local strategies that align with the Rural Strategy. These links are discussed in detail in Annex 2 (Table A).

Figure 3: Other Relevant Local Strategies

East Riding Local Strategic Partnership - Community Plan
East Riding of Yorkshire Council Business Plan and Financial Strategy 2011-2015
East Riding of Yorkshire Council - Local Plan/Core Strategy
East Riding of Yorkshire Council - Local Transport Plan 3 2011-2026
NHS and East Riding of Yorkshire Council - Joint Health Strategy
East Riding Local Strategic Partnership - Economic Development Strategy
East Riding Biodiversity Partnership - Biodiversity Strategy and Action Plan
East Riding Cultural Partnership - Cultural Strategy 2011-2015
East Riding of Yorkshire Council - Housing Strategy/Sub-Strategies
East Riding of Yorkshire Council - Climate Change Strategy
East Riding of Yorkshire Council - Voluntary and Community Sector Strategy
East Riding of Yorkshire Council - Local Broadband Plan
Humber Estuary Coastal Authorities Group - Shoreline Management Plan 2
Positive about Life: East Riding of Yorkshire Strategy for Older People 2010-2015
Living Well with Dementia: East Riding of Yorkshire Strategy for Dementia 2009-2014
East Riding of Yorkshire Council Telecare Strategy 2010 (Draft)
East Riding of Yorkshire and North Yorkshire Waterways Strategy (forthcoming 2012)
East Yorkshire Child Poverty Needs Assessment and Strategy (forthcoming 2012)



3. Vision, Outcomes and Objectives

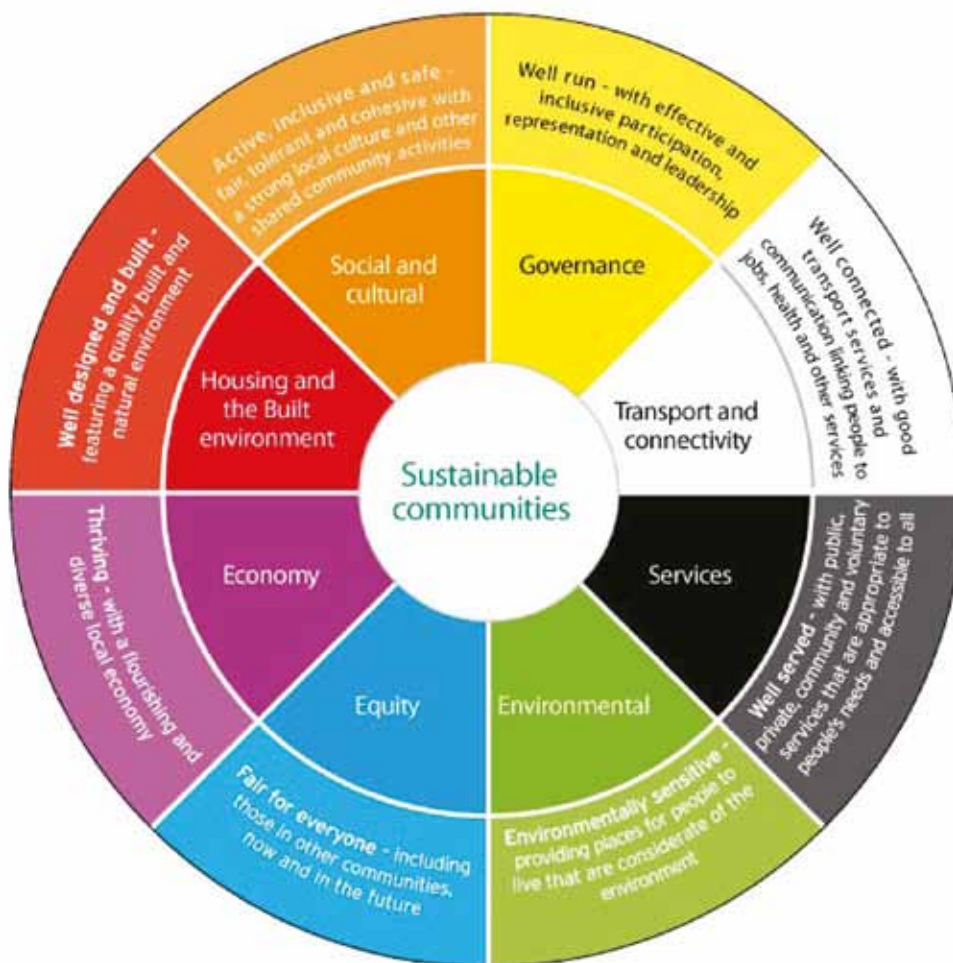
Sustainable Communities

- 3.1 The Rural Strategy's vision is to create and maintain sustainable rural communities in the East Riding of Yorkshire. Considerable work has been undertaken at national level to define what constitutes a sustainable community, and more specifically the work that will be needed to plan for sustainable rural communities in the future. The Department for Communities and Local Government commissioned Sir John Egan to report on the essential components and skills required for a sustainable community¹⁵. Egan's report included the production of the 'Egan Wheel' as a definition of sustainable communities and this has been used extensively by a wide range of organisations and initiatives. The Egan Wheel is shown in Figure 4. At its core it suggests that key elements of a sustainable community are that it should be well designed and built, active, inclusive and safe, well-run, well connected, well served, environmentally sensitive, fair for everyone and thriving.
- 3.2 Action with Communities in Rural England (ACRE) used the Egan Wheel approach in the development of its Community-Led Parish Planning Toolkit¹⁶ and it is also currently used by many funding bodies in assessing project proposals. The Commission for Rural Communities (CRC) produced a discussion paper 'Planning for Sustainable Rural Communities' (2007) in which it explored the complex issues surrounding the application of broader models of sustainability in rural contexts. In particular it examined the policies that might help or hinder the development of sustainable rural communities, commissioned a number of academic 'think-pieces' and - while accepting that there are few easy answers to the question - developed an outline vision of what a sustainable rural community might look like. These included a community where:
- Local housing needs and employment are positively addressed
 - Effective and affordable transport links to the wider world are established and maintained
 - Local people - including those most often marginalized - can be effectively involved in making policies and decisions affecting the future of their community
 - New development is sensitively sited and designed to express the distinctive character of the local community
 - Rural communities themselves face up to the challenge of climate change.
- 3.3 While it is relatively easy, given past work on the subject, to draw up a definition of rural community sustainability, a careful examination of the challenges involved in delivering some of the elements of the CRC's vision will highlight the need for a realistic approach to the development of a locally appropriate and deliverable definition. The CRC highlighted the need for a flexible approach to the issue, citing the need for further research and analysis, and stating clearly that they "would not want to subscribe to a single narrow vision of a sustainable rural community. There will be many paths and many experiments towards different visions". On this basis the Rural Strategy has sought to develop an inclusive,



equitable, realistic and deliverable vision for sustainable rural communities in the East Riding of Yorkshire.

Figure 4: The Egan Wheel



3.4 Nationally, perceptions of the quality of life in rural areas are higher than in urban areas. This reflects generally lower crime levels, higher environmental quality and higher incomes. However analysis of ‘life-satisfaction’ in the UK against economic growth shows that a near doubling of UK Gross Domestic Product (GDP) from 1973 to 1997 did not increase life-satisfaction at all¹⁷. Factors relating to their community that people felt would increase life-satisfaction included living in:

- A community where members can work in a local job that is comfortably but not excessively challenging
- A community that offers good opportunities for cooperation with others and enough spare time to do so
- A community where members are not subject to uncertainty, insecurity and disruptive change.



- 3.5 However these factors are limited in explaining life satisfaction. Other factors have been shown to have considerable significance. For example, in a 2008 study on cultural activity and participation, 85.4% of respondents agreed with the notion that ‘cultural facilities / activities can help to generate a shared sense of local identity and shape thriving, vibrant places which people choose to live in community cohesion and good access to basic services for life satisfaction.
- 3.6 These factors can help to define what a sustainable rural community might look like. However there is no universally accepted definition and it is unlikely that a universal model could be developed. Rural communities are diverse, and although attempts have been made to define shared cultural factors and attitudes¹⁹ much of the existing research on rural attitudes and culture is now somewhat out-of-date. Parish councils, community-led planning, formal and informal networks, voluntary organisations, churches and others all have key roles to play in the creation and maintenance of a sustainable ‘social fabric’²⁰. It may be possible to develop local qualitative indicators that can measure life satisfaction, as one tool for assessing the sustainability of the East Riding’s rural communities.

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

- 3.7 Given that no universally accepted definition of a ‘sustainable rural community’ exists, a comprehensive SWOT analysis has been undertaken to help define three fundamental desired outcomes that would help build more sustainable rural communities in the East Riding of Yorkshire. In order to reach them, considerable work will be necessary to tackle inherent weaknesses and threats, and to build on strengths in order to grasp major opportunities. The SWOT analysis has therefore informed the development of a set of key objectives and a range of associated actions designed to achieve the objectives. It has also been used to develop an overall vision for sustainable rural communities in the East Riding of Yorkshire. A detailed SWOT analysis has been undertaken for the community, economic and environmental aspects. This is shown in an integrated form, which highlights the most critical features, in Figure 5.



Figure 5: *Rural East Riding* - Strengths, Weaknesses, Opportunities, Threats

SUSTAINABLE COMMUNITIES IN THE <i>RURAL EAST RIDING</i>	
STRENGTHS	WEAKNESSES
High quality environment	Peripheral and relatively remote
Diverse, resilient rural economy with skilled and mobile workforce	Limited public transport and poor access to services for residents without access to a car
Productive agricultural and horticultural sectors	Infrastructure gaps - roads, communications, facilities
Good access to nature	Slow broadband speeds and poor coverage
Attractive to visitors	High levels of outward commuting
High quality of life, good residential offer	Loss of local facilities/services
Low levels of crime	Low-skills/low-wage economy in deprived and some rural areas
Relatively low levels of traffic congestion	Localised market horizons/predominantly small employers
Formal and informal networks (business and community)	Poor access to training and workforce development
High rate of business start-ups	Declining biodiversity and environmental resilience
Generally good educational standards	Lack of affordable housing/rural housing stock often of poorer quality
Unspoilt, attractive countryside	Limited and variable community capacity
Strong community transport sector	Relative lack of knowledge-based industries
Self-reliant and resilient communities	
OPPORTUNITIES	THREATS
Untapped natural, built heritage and cultural assets	Climate change impacts including increasing risk of flooding and drought
Sustainable tourism development (heritage tourism, nature tourism)	Uncertainty over rural and farming funding reform
Appropriate renewable energy development	Possible reductions in public transport - poor transport connectivity and access to services
Localism, social enterprise and collective community action/government seed-corn funding recently announced	Demographic change - pressure on services from ageing population
Agricultural and horticultural innovation	Closure of retail outlets and pubs
The green economy and provision of ecosystems services based on the area's natural resources	Coastal erosion
Improved access to nature and healthy living	Lack of private sector investment and barriers to rural business growth
Locally produced food - growing interest in provenance	Environmental impacts of further intensification of land use and farming
Opportunities to expand the digital and creative industries	Reducing pool of volunteers for community projects
Government funding for major transport schemes and the community transport sector	Pressures on community cohesion in some areas
New framework for future EU rural funding programmes	Fuel poverty and poor access to healthcare
Funding for rural broadband and community broadband schemes	Increasing isolation experienced by "hidden" disadvantaged rural residents



Vision, Desired Outcomes and Key Objectives

- 3.8 From the SWOT analysis a **vision** for the creation of sustainable rural communities in the East Riding of Yorkshire has been developed. The Rural Strategy's Action Plan will take forward a range of actions that will support the vision of -

Inclusive, active and enterprising rural communities that are well-connected to jobs and services, with a high quality environment, good quality of life for all residents and opportunities for participation in recreation, cultural activities and civic life.

- 3.9 Progress towards this vision will be measured through working towards three fundamental **desired outcomes** for rural communities, the rural economy and the rural environment. To reach these outcomes, twelve **key objectives** have been developed. These are shown in Figure 6. Work to achieve each of these objectives will be taken forward through a series of practical activities, which are included in the Rural Strategy's Action Plan.

Figure 6: Desired Outcomes and Key Objectives

DESIRED OUTCOMES		KEY OBJECTIVES
Rural communities are sustainable and inclusive, with good utilities, appropriate infrastructure, fair access to services and a good quality of life for all residents.	SC1	1. To identify and address rural disadvantage and deprivation.
	SC2	2. To help rural communities become more healthy, active and enterprising.
	SC3	3. To maintain and improve public and community transport networks.
	SC4	4. To help rural communities develop community broadband projects.
Rural businesses are aware of future challenges and opportunities, and can grow to create new jobs and provide improved local services.	E1	1. To identify and address barriers to rural business growth.
	E2	2. To encourage new economic development based on natural resources.
	E3	3. To support the development of sustainable agriculture.
	E4	4. To support the development of rural business networks.
	E5	5. To provide a policy framework for future rural development programmes.
The rural environment is managed in a joined-up way, and residents take positive action to help maintain and develop the local landscape.	ENV1	1. To help secure and enhance the high quality rural environment and biodiversity.
	ENV2	2. To deepen local understanding of, and participation in, environmental management activity.
	ENV3	3. To facilitate work to ensure access to the countryside is available to all.





4. Sustainable Rural Communities

The Rural Strategy's Desired Outcome and Key Objectives -

DESIRED OUTCOMES		KEY OBJECTIVES
Rural communities are sustainable and inclusive, with good utilities, appropriate infrastructure, fair access to services and a good quality of life for all residents.	SC1	1. To identify and address rural disadvantage and deprivation.
	SC2	2. To help rural communities become more healthy, active and enterprising.
	SC3	3. To maintain and improve public and community transport networks.
	SC4	4. To help rural communities develop community broadband projects.

Rural Disadvantage

- 4.1 Shortly after its formation in 2005 the Commission for Rural Communities set about the task of producing an up-to-date and detailed review of the evidence base on rural disadvantage. The resultant report was extensive, and was accompanied by a 'Priorities for Action' Report²¹ that detailed policy actions that would address key rural disadvantage issues. Rural disadvantage is a large subject, covering a wide range of 'domains' including financial, social, health, housing, transport, retail and employment disadvantage. As such many of its aspects have close links to issues surrounding fair access to services and social exclusion - but all are to a large extent underpinned by issues of poverty and low income. The CRC identifies three overlapping issues that influence an individual's ability to overcome rural disadvantage - Access Poverty, Network Poverty and Financial Poverty.
- 4.2 While the majority of people in rural areas have incomes that exceed the national average, research on rural poverty over the last thirty years²² has consistently identified an average of around 20-25% of households living in poverty, with significantly higher percentages in sparse rural and coastal areas. In 2005 the New Policy Institute identified that 20% of pensioners and 23% of children in rural districts in England were living in poverty²³. A more recent report²⁴ by the Poverty Site for the CRC (2009) found that 19% of the population in rural (England) districts (3.4 million people) live in households with incomes below the Government's main threshold of low income. Given that there is a total of 11.2 million people in England living in low-income households, a third of these live in rural districts.
- 4.3 The 2009 Poverty Site Report also found that 25% of children in rural England (1,000,000 children) lived in households below the low-income threshold. Two-thirds of these children lived in families where at least one of the parents was working. 17% of pensioners (600,000 pensioners) lived in households below the low-income threshold. Almost half of all lone-parents lived in low-income households, as did almost half of those in social housing. 11% of working-age adults in rural England were in receipt of out-of-work benefits.



- 4.4 These figures are unlikely to have been improved by the recent economic downturn and recession. It is likely that many working families in the *Rural East Riding* who have seen no recent salary increases yet are experiencing rising personal living costs could be suffering disadvantage in some of the ‘domains’ identified by the CRC. Housing quality and access to transport were identified by the Poverty Site Report as key indicators where the percentage of people suffering disadvantage was worse in rural areas than urban areas. Housing quality indicators include numbers of people living in non-decent, energy inefficient homes and experiencing fuel poverty.
- 4.5 Low pay in rural areas compounds these issues. Analysed by residency, low pay is more prevalent in the most rural districts. Analysed by place of work, low pay is more prevalent the more rural the district. The Poverty Site Report found that in 2009, 1.6 million employees in rural districts were paid less than £7 per hour - two-fifths of all those paid less than £7 per hour. Almost half of those paid less than £7 per hour in rural districts were part-time workers, mainly women.
- 4.6 Clearly rural disadvantage affects many sections of the community, and is not confined to those experiencing deprivation as defined by the relevant indices determined by Government. However identifying the needs of, and providing support for, the most vulnerable people experiencing severe disadvantage and deprivation in rural areas must be the main focus of the Rural Strategy’s Action Plan. Often severe rural disadvantage and deprivation is dispersed and ‘hidden’ among otherwise generally affluent rural communities. A desired outcome of the Rural Strategy is that ***rural communities are sustainable and inclusive, with fair access to services and a good quality of life for all residents.*** The Rural Strategy’s Action Plan will develop **joint working to maximise the positive impact of public sector interventions to address rural disadvantage.**

Rural Deprivation

- 4.7 The recent ‘Rural Lifelines’ Report published by Involve and the Yorkshire Rural Support Network²⁵ provides a wealth of qualitative / case-study evidence, complemented by quantitative data²⁶ to show that significant and serious deprivation exists in rural Yorkshire. Analysis of the ‘rural share of deprivation’ in the East Riding of Yorkshire²⁷ shows that substantial proportions of people suffering deprivation live in rural parts of the area, for example:
- 44.6% of working age DWP benefit claimants live in rural areas
 - 37.6% of households lacking central heating are in rural areas
 - 36.3% of households without a car or van are in rural areas
 - 43.9% of older people claiming Attendance Allowance live in rural areas
 - 45.3% of older people claiming Pension Credit live in rural areas
 - 49.7% of adults without qualifications live in rural areas.
- 4.8 While the Index of Multiple Deprivation (see Annex 4 - Data Map 2) shows that only 3.4% of the most deprived areas in Yorkshire and The Humber are in a rural setting, the Rural Lifelines Report shows that the ‘proportion’ of disadvantaged people living in rural areas is close to 13%. The case-studies presented in the



Report highlight large gaps in service provision and the substantial inequalities this creates.

Supporting Vulnerable People

- 4.9 Providing support for vulnerable people living in the East Riding is a key priority of East Riding of Yorkshire Council. This includes delivering practical measures to enable vulnerable people to live independently, and also a range of general and specialist services and support for people with dementia, vulnerable children, older people and people with learning challenges. However remoteness can limit the Council's ability to commission or provide appropriate solutions. Work undertaken with the Children, Family and Adult Services Directorate has highlighted the difficulties involved in sourcing appropriate personal assistance for vulnerable adults in sparse rural areas²⁸.
- 4.10 The Joint NHS East Yorkshire and East Riding of Yorkshire Council Dementia Strategy²⁹ also clearly recognises the need to stimulate localised care provision in rural contexts. It seeks to support the development of the market to meet individualised care needs, encourage diversity of provision in care services, support people to live at home for longer and, specifically, encourage service development in rural areas.
- 4.11 The challenge facing all those dealing with vulnerable people is to identify disadvantage within otherwise relatively affluent rural communities. The Rural Lifelines Report defines the serious consequences of rural disadvantage for the individuals involved. This includes exclusion from health and social-care services, social isolation, financial hardship, poor access to services and public transport and poor housing conditions / fuel poverty.
- 4.12 Minority groups are particularly vulnerable, and may be subject to unequal treatment, opportunity and outcome. Home Office data shows that the rate of racist crimes is actually increasing in rural areas. 2009 ONS ethnic population estimates show that in the East Riding the non-white British population is about 7%. There are two key dimensions to the issue of race and ethnicity in the area - a longer settled and increasing ethnic minority community and more recent economic migrants. The travelling community may also be vulnerable to unequal opportunity and outcome. East Riding of Yorkshire Council is currently preparing an Equalities Strategy to direct and inform interventions to provide better quality of life and opportunity for these groups.
- 4.13 The East Riding of Yorkshire has seen a significant increase in the number of economic migrants living and working in the area over the past 3-4 years. During 2005-2008, approximately 4,360 new National Insurance numbers were issued to overseas nationals living in the East Riding, compared to just over 100 in the three previous years. Several thousand migrant workers are now working in the area mainly in agriculture, factory work and food processing. Polish and Latvian migrants are the main groups. The largest concentration of migrant workers is in Goole, where the Council and its partners have developed positive interventions in housing, public health and advice and outreach work. The issue of low wages and poor conditions for migrant workers is one which needs to be addressed. Housing conditions for migrant workers are poor, and this group is particularly



difficult to identify, especially in rural areas. Inadequate accommodation and over-occupancy have been identified by service providers as key issues for this group.

- 4.14 A desired outcome of the Rural Strategy is that ***rural communities are sustainable and inclusive, with fair access to services and a good quality of life for all residents.*** The Rural Strategy will develop practical actions to **identify and address rural disadvantage and deprivation.**

Affordable Housing and Affordable Warmth

- 4.15 Over the last three years East Riding of Yorkshire Council has built over 330 affordable homes, with the completed new-build being the largest scheme of its type in the country at the time. Despite this, the availability of affordable housing remains a key challenge. A Strategic Housing Market Assessment (2011) concluded that there is currently a requirement for 1,008 units of affordable housing each year for the next five years to meet the current needs of the community. The Government's National Planning Policy Framework now allows for an element of market housing in villages where it would facilitate significant affordable housing to meet local needs. A similar 'cross-subsidisation' approach has been proposed in the East Riding Local Plan Core Strategy - Further Consultation Report.
- 4.16 The availability of affordable housing is a major issue across large parts of the East Riding with many rural villages having a demand for new affordable properties. Young people working locally need affordable housing in order to remain within their communities. The Council - through the work of its Affordable Housing Development Officer and its Housing and Planning Teams - and its partners need to work with local communities to encourage the development of rural affordable housing schemes. Rural communities may also wish to consider actively the possibility of taking the 'cross-subsidisation' approach to help shape their own future under 'Localism', and secure provision of affordable housing for their residents.
- 4.17 Issues surrounding financial hardship are also closely linked with the type of dwellings available in rural areas, especially in the private rented sector. Many rural properties lack central heating, and rural residents often experience fuel poverty because they cannot afford - or cannot persuade the landlord to invest in - energy efficiency measures. Many rural settlements in the East Riding are not connected to the gas grid. The Centre for Sustainable Energy (2010) identified 26,109 (18.9%) households in the East Riding experiencing fuel poverty. This is higher than the England average of 16.37%. Data Map 3 in Annex 4 shows the percentage of households experiencing fuel poverty in the East Riding.
- 4.18 The Green Deal was established by Government under the Energy Act 2011, and is due to be introduced in October 2012. The Green Deal will remove the up-front costs of installing energy efficient measures, including loft and cavity wall insulation, new boilers / heating systems, and the cost of such measures will instead be recovered in instalments through energy bills over a defined timescale³⁰. East Riding of Yorkshire Council has a strong track-record in working with partners across voluntary, public and private sectors to deliver



energy efficiency and affordable warmth programmes to residents, particularly those most vulnerable, and the Council is expected to play a significant role in the introduction of Green Deal across the area.

Health and Healthy Living

- 4.19 The NHS and East Riding of Yorkshire Council Joint Health Strategy (2010) sets out a simple vision for future health and healthy-living. The Strategy aims to deliver the best for local people - the best health, the best health-care and a health service fit for the East Riding of Yorkshire. In order to achieve this vision, the Strategy has three key goals. These are:
- The best health: we want to improve life expectancy for local people, enable them to live independently for as long as possible and reduce significantly the health care inequalities that some of our communities face
 - The best health-care: we want people to have access to the highest standards of care in the way we would want for our friends and families
 - A health service fit for the East Riding of Yorkshire: we want a health service which suits the dispersed, largely rural nature of our communities, with services which make full use of new technology and clinical advances to provide more accessible, local services.
- 4.20 As a result of the Health and Social Care Act (2012) a new consumer champion - 'Healthwatch' - will be established from April 2013 to gather views on health and social care services, give advice and manage complaints³¹. Improving rural health and well-being needs to be clearly targeted in the Rural Strategy's Action Plan. Key areas of intervention include particular provisions such as Community Health Champions, First Responders and the more general provision of Community Support and Awareness to encourage social inclusion and intergenerational activities. Examples of the latter include schools offering hot lunch to older people and the establishment of dementia cafes in village halls. Older people can be encouraged to showcase longstanding work skills, such as crafts from the past, and participate in the locally available Active in Age Programme.
- 4.21 A Health and Wellbeing Strategy for the East Riding of Yorkshire is now available for consultation. The challenges associated with living in rural areas are reflected in this new document, and the Rural Strategy's Action Plan will emphasise these and develop practical measures to improve health and social care in rural communities. This could include action designed to help meet the needs of older people, people with disabilities living in villages and the health issues experienced by those living in long-term residence on caravan parks in rural areas.
- 4.22 Access to affordable housing, affordable warmth, high quality healthcare and the opportunity to learn about and put into practice measures that support healthy living are key components of any sustainable rural community in the 21st Century. A desired outcome of the Rural Strategy is that ***rural communities have fair access to services and offer a good quality of life for all residents.*** Working with appropriate partners, priorities will be aligned and practical actions



developed in the Rural Strategy to **help rural communities become more inclusive, healthy, active and enterprising.**

Inclusive Communities

Rural Financial Inclusion

4.23 Financial inclusion is about ensuring that everyone, including individuals and businesses, has the capability and opportunity to access financial services and products needed to participate fully in modern day society. Whilst there is no evidence to suggest that financial exclusion is greater in rural areas, living in the countryside may bring additional challenges such as:

- Less accessibility to bank branches and cash machines
- Less accessibility to other financial services e.g. insurance, advice
- Additional travel costs associated with face-to-face transactions
- Lack of infrastructure to access new financial products and services e.g. online / telephone banking.

The East Riding is regarded as relatively affluent and this may mask pockets of financial exclusion in rural areas, making it more difficult to target support at those who need it.

Rural Crime and Community Safety

4.24 Although rural crime rates are relatively low, recorded crime patterns in rural areas are similar to those in urban areas of the UK, for example, vehicle theft, metal and diesel theft, speeding, anti-social behaviour, fly tipping. However the nature of the target in rural crime is often different - for instance theft of plant and machinery in remote locations, and some crimes, such as hare-coursing, stack arson, livestock theft and wildlife crime, are uniquely rural. Much of rural life is built on trust within small communities and therefore the impact of crime can be greater because of the breach of trust and the impact on a large section of the community who share that communal trust. The Commission for Rural Communities has stressed that "the need to focus limited resources in areas of most need means that many rural communities do not have dedicated local provision. The resulting low visibility of police and other agencies is a significant factor contributing to a sense of vulnerability and isolation in rural areas. In particular the lack of a regular, visible police presence has been highlighted as a major concern."³²

4.25 'Rural Crime and Disorder Reduction' is a specialist field, and community safety work in rural areas is quite different from urban community safety work. The Home Office has produced a 'Rural Crime Toolkit' that brings together information on developments, research findings and promising approaches in tackling rural crime. While crime levels in the *Rural East Riding* are generally low, there are significant issues such as the theft of machinery and scrap metal from farms. There is also some national evidence³³ of links between illegal rural enterprise and local criminal networks.



- 4.26 It is estimated that stock theft costs farmers around £3.5m per year, and according to National Farmers' Union (NFU) figures the cost of theft from UK farms rose to £49.7 million in 2010 - a year-on-year increase of 17%. Rural insurers have called for a coordinated approach with the police against a rising tide of theft in the countryside. NFU Mutual has increased its support for police units targeting rural crime from £92,000 to £190,000³⁴. The East Riding's Farmwatch Scheme is operated by Humberside Police, and uses mobile phone technology and local networks to respond quickly to criminal incidents in rural and agricultural contexts. Humberside Police is an active member of the East Riding of Yorkshire Rural Partnership. A desired outcome of the Rural Strategy is that **rural communities have fair access to services**. The Rural Partnership will lobby for improved financial inclusion and community safety to ensure that **rural communities provide a good quality of life for all residents**.

Older People's Needs

- 4.27 As part of the development of *Positive about Life*: the East Riding of Yorkshire Strategy for Older People 2010-2015 - prepared by East Riding of Yorkshire Council and the NHS - a prioritisation survey was undertaken to identify the key priorities for people aged 50 and over in the East Riding of Yorkshire. Completed survey responses from over 700 individuals resulted in priorities being ranked in the following order:

- | | |
|--|----------------------------------|
| 1. Housing / accommodation | 2. Access to quality health-care |
| 3. Feeling safe | 4. Support |
| 5. Isolation | 6. Carers |
| 7. Finance | 8. Transport |
| 9. Accessible information, advice and services | 10. Active lifestyle. |

- 4.28 Many of these priorities are harder to deliver in sparse rural contexts. Older people are more likely to be disadvantaged in many of the above respects. **The Rural Strategy's Action Plan will align closely with the actions outlined in the Joint Older People's Strategy which are firmly based on clear evidence of the things that older people want and need.**

Younger People's Needs

- 4.29 Younger people³⁵ are also more likely to be disadvantaged by service delivery challenges in sparse rural areas. East Riding of Yorkshire Children's Trust has developed an Integrated Youth Support Strategy for the East Riding. This reflects the Local Strategic Partnership's ambition to provide more effective support for young people as they grow towards adulthood. The LSP's commitment is to ensure that the distinctive strengths and needs of the East Riding are recognised and that local residents and communities are able to influence the development and delivery of services. This place-shaping agenda sits at the heart of the Integrated Youth Support Service, and young people have been encouraged to shape services according to local need.
- 4.30 The Integrated Youth Support Service aims to increase the number of local places for young people to go to and to support young people to access local



opportunities and services. These aims link to other measures intended to increase opportunities for young people including extended schools services, access to cultural opportunities in and out of school, staying in education or training until the age of 18, more volunteering opportunities and the provision of access to meeting places and projects in settings in the community - including outreach, detached and mobile provision in communities where needed.

- 4.31 **The Rural Strategy's Action Plan will use learning from past rural development programmes to develop practical actions which can assist the delivery of these aims to support young people.** This learning includes experience of providing successful mobile / outreach services and extensive after-school public and community transport provision³⁶. Work to support the provision of more affordable housing and to improve broadband facilities and mobile technology will also help to tackle issues that significantly disadvantage young people in rural areas.

Rural Transport and Access to Services

- 4.32 The character of the East Riding's market towns and smaller settlements is diverse. This diversity has a major impact on the provision of a range of services and facilities. Generally, however, rural areas of the East Riding have decreasing access to services by public transport. The number of key rural service outlets including shops, post offices and pubs are also generally declining. This means that those members of rural communities without access to private transport face significant challenges to access employment opportunities and services. Increasing fuel costs may also present challenges in this respect for some car owners. Data Map 4 in Annex 4 shows the effect of the East Riding's geography on access to services.
- 4.33 East Riding of Yorkshire Council's third Local Transport Plan (LTP3) presents a long-term framework for planning transport improvements over the next 15 years (2011-2026). Key goals for LTP3 are:
- Supporting economic growth
 - Reducing carbon emissions
 - Improving road safety
 - Improving accessibility.
- 4.34 Accessibility planning is an integral part of local transport planning. It aims to promote social inclusion - focusing on helping people access jobs and essential services. A dedicated LTP3 Accessibility Strategy addresses these issues. This sets-out a number of schemes which will be implemented through the LTP3 Implementation Plan (2011/12 to 2014/15), including an allocation of £20,000 per year to contribute towards the Wheels-to-Work Service, and £30,000 per year towards the provision of community transport services in the East Riding³⁷.
- 4.35 The range of services which rural residents need to access is wide, and the challenges presented by geographical isolation and limited public transport availability can often be compounded by personal mobility problems, health issues or other forms of disadvantage. Providing up-to-date, easily accessible local transport information and appropriate waiting and interchange facilities is



challenging, and active involvement from parish councils and communities is to be welcomed in this respect³⁸. The Rural Lifelines Report cited in para. 4.7 gives graphic personal accounts (names are changed) of how the effects of personal isolation, lack of information about support, unavailability of services and the lack of - or costs of - transport exacerbate access to services issues for rural residents.

- 4.36 There are 20 railway stations and nine bus stations in the East Riding. Rail services have experienced substantial passenger growth over the past decade. Infrastructure, station and service improvements, combined with the work of the Hull-Scarborough Community Rail Partnership, have helped to ensure that local rail growth has followed the national trend³⁹. The distribution and frequency of bus services varies considerably between the urban and rural areas of the East Riding. Bus provision also fluctuates between weekdays, evenings and weekends. The East Riding has retained much of its public transport network, and to date there have been only very limited cuts to bus services across the area. However increasing fuel costs and reductions in fuel duty rebate⁴⁰ to bus operators may threaten the viability of some peripheral rural services in the future, and while most core inter-urban bus services are successful and frequent, services in remoter rural areas are very limited in scope.
- 4.37 Community transport services have grown strongly during the last decade, initially supported by the East Riding of Yorkshire Rural Transport Partnership, and subsequently through East Riding of Yorkshire Council's Local Transport Plan⁴¹. These schemes cater for the needs of vulnerable people or groups who are not able to access mainstream services. There are now four community transport operators based in the East Riding, making a strong local network. Door-to-door dial-a-ride and group minibus hire services are provided, along with Voluntary Car Schemes and the Council's popular Medibus transport to health-care services. Community transport operators also undertake contract work for the Council, including providing some home-to-school, Medibus and dial-a-ride services.
- 4.38 An East Riding of Yorkshire Community Transport Strategy will be launched in 2012. This will aim to establish the extent of unmet need for community transport provision, and plan for sustainable growth in the capacity of the community transport sector to meet these needs. Developing a better insight into the profile of the sector's existing customer-base will enable a realistic assessment of unmet needs to be made. This approach has recently been used as part of the process of preparing the Council's new Library Strategy 2012-17. The Library Strategy prioritises the provision of a locally-responsive signposting service, which targets its priority customer groups, namely children, families and older people, especially the most disadvantaged and vulnerable. Use of customer insight data will help libraries to target this support and provide better access to services. Like community transport, branch and mobile libraries provide important access to services for rural communities.
- 4.39 The Council's Rural Policy and Partnerships Section works closely with the Transportation Services Team and with external partners such as Humber and Wolds Rural Community Council to give strategic support to the community transport sector. This includes the development of the Community Transport



Strategy, and detailed business planning support for individual operators. The Rural Policy and Partnerships Section also provides a community transport advice service⁴² for rural residents experiencing difficulties in accessing services. A desired outcome of the Rural Strategy is that ***rural communities are sustainable and inclusive, with fair access to services and a good quality of life for all residents.*** The Rural Strategy's Action Plan will develop practical measure to **maintain and improve our public and community transport networks.**

Rural Community Action and Enterprise

- 4.40 To date there has been no rigorous assessment of levels of community capacity - the ability of individual communities to run services and develop social enterprises - in the East Riding of Yorkshire. A database listing the range of formal and informal services currently available in individual rural communities would be complex and difficult to compile and maintain. National assessments of community involvement with local decision-making in the East Riding indicate that levels of participation in local decision-making are relatively weak⁴³.
- 4.41 If the opportunities presented by the Localism Act are to be exploited, East Riding of Yorkshire Council, its voluntary and community sector partners and the East Riding of Yorkshire Rural Partnership will need to continue to work to build capacity in the area's rural communities - and attempt to gain a better and more detailed understanding of the services that are currently being provided in those communities. Around 50 parishes have completed, or are currently engaged in, the production of a Parish or Community Plan. A firm baseline needs to be established from which to measure proposals for investment in community infrastructure and local service provision, and the success of further work to build rural community capacity.
- 4.42 The voluntary and community sector has a major role to play in promoting greater rural action and enterprise. Voluntary and community organisations operate close to the communities they serve, and often lead the way in developing innovative solutions that tackle deprivation and social isolation. They cover a variety of topics including health, social care and other access to services issues. Many are currently experiencing substantial cuts to budgets and an ongoing challenge to maintain continuity in the face of short-term funding / contract regimes. Churches are also an important contributor to rural community action, and provide a pastoral network that may have the potential to be expanded to include more service provision.
- 4.43 The East Riding Local Strategic Partnership Voluntary and Community Sector Strategy (2010-2015) recognises the need to strengthen the sector and support its ongoing sustainability. Its aims include marketing and promoting the sector, improving partnership working and promoting volunteering. The Strategy identifies three specific strands of activity for promoting and enabling the 'Big Society' in the East Riding. It has a detailed Action Plan based around themes of:
- Improved communication and engagement
 - Mapping of third-sector activity
 - Better provision of training and support
 - Refreshing the Public / Voluntary Sector Compact.⁴⁴



- 4.44 East Riding of Yorkshire Council's Rural Policy and Partnerships Section has considerable experience of working with rural voluntary sector partners to help them develop innovative and sustainable projects. For example, through the Modernising Rural Delivery Programme, the Team helped to consolidate and 'mainstream' the Wheels-to-Work initiative and demand-responsive community transport services. These crucial services now operate on a fully-sustainable basis. They enable young people from isolated rural areas to access training and employment opportunities, and older people to access health services and retail outlets.
- 4.45 The East Riding of Yorkshire Rural Partnership and the Rural Policy and Partnerships Section will continue to work with a range of voluntary sector partners to develop innovative solutions to rural service delivery challenges. Rural community action often requires professional and technical support to help it succeed. The Council and its partners in the voluntary sector provide a range of support services and offer advice on securing funding for project development. 'Rural Social Enterprise' offers a model that can attract investment and generate income to provide valuable services. However social enterprises, for instance community-run shops or pubs, need considerable start-up support. Local funding is available from a variety of sources, including parish grants and community-benefit funds established as a result of wind-farm and other energy-related developments. A desired outcome of the Rural Strategy is that ***rural communities are sustainable and inclusive***. The Rural Strategy's Action Plan will develop practical measures to **help rural communities become more active and enterprising**.

Education and Skills

- 4.46 The East Riding Local Economic Assessment (2010) identifies significant urban pockets of education deprivation, but also notes that both rural and urban areas along the coast from Flamborough to southern Holderness display relatively high levels of deprivation. Small rural primary schools in particular are often isolated, require expensive transport and are costly to run due to lack of economies of scale. Head-teachers salaries are largely determined by numbers of pupils, so small schools have less well-paid head-teachers than larger ones and this may make recruitment more problematic. Nevertheless rural schools do provide an important focal point in their communities, sometimes hosting other services⁴⁵.
- 4.47 Overall the East Riding has a reasonably well-skilled and qualified workforce when compared to regional averages⁴⁶. There are however some geographical concentrations of low-skilled adults (measured by the number of households with at least one adult member with no qualifications), including in market town and larger rural village locations such as Driffield, Market Weighton, Pocklington, Hedon, Hornsea, Withernsea and Stamford Bridge. The East Riding Local Economic Assessment gives full and detailed analysis of educational achievement in the area⁴⁷. There is evidence of significant external travel-to-learn patterns for Further Education (FE) and Apprenticeships. Nearly three-quarters of FE learners accessing Level 3 provision travel outside the East Riding to do so. Hull College is a popular destination, as are colleges in York, Selby and North



Lincolnshire. The East Riding does not have a university, and the number of graduates returning to the area following qualification is generally lower than regional norms. This reflects the relatively small number of high-level skills job opportunities for graduates in the area.

- 4.48 There is some evidence⁴⁸ to suggest that education, skills and employment provision in the East Riding are not fully aligned. Although youth unemployment has been reducing since 2009, it remains a cause for concern, especially as prevailing local labour market opportunities tend to favour older, experienced workers. There is also a mismatch between occupations sought by jobseekers and the types of vacancies usually available. Among other indicators, deprivation is strongly linked to low skills and educational attainment. Deprived households can be found throughout the East Riding, including in rural areas along the coastline and remoter rural locations in the northern part of the area. These rural areas also have high levels of deprivation relating to barriers to housing and services.
- 4.49 Individuals with low skills, on low incomes and without access to a car therefore face multiple barriers to accessing employment, training and basic services. Data Map 5 in Annex 4 shows the Indices of Deprivation (2010) Barriers to Housing and Services Domain. A desired outcome of the Rural Strategy is that ***rural communities are sustainable and inclusive, with fair access to services and a good quality of life for all residents.*** The Rural Strategy will develop practical actions to **improve access to training and skills development in rural areas.**

Communications, Utilities and Infrastructure

- 4.50 The Government has set out a clear vision for broadband provision - to ensure that the UK has the best superfast broadband network in Europe by 2015. Its aim is to provide everyone in the UK with access to broadband speeds of at least 2Mbps, and to ensure that superfast broadband is available to 90% of people in each local authority area. This is a significant challenge, especially in a large and dispersed rural area such as the East Riding. It is also a challenge of vital importance to ensure that local businesses are competitive and that rural communities are not digitally and socially excluded. Digital media is expanding and new methods of electronic public service delivery will require an appropriate broadband platform.
- 4.51 Fast broadband also opens-up the potential for greater home-working and new business start-ups in rural areas, as well as contributing to reduced commuting pressure on rural roads. In the East Riding, the main broadband infrastructure providers are currently British Telecom and Kingston Communications, although a number of wireless broadband networks are also established. An increase in the number of wireless networks, and other innovative solutions, may be needed to deliver better broadband in the more remote rural areas, potentially leading to an increasing emergence of community-led broadband initiatives.
- 4.52 To deliver the Government's vision in the East Riding, a major investment in fibre-optic broadband infrastructure will be essential. This will require funding from both the private and public sectors. Nationally, the Government has



allocated £530 million to deliver the broadband strategy, of which £8.54 million was allocated in August 2011 to the four local authorities in the Humber area. The Government's strategy requires local authorities to develop broadband plans for their local areas. East Riding of Yorkshire Council's Local Broadband Plan (2012 - 2015) has now been approved. Data Map 6 in Annex 4 shows the current position in respect of basic broadband access.

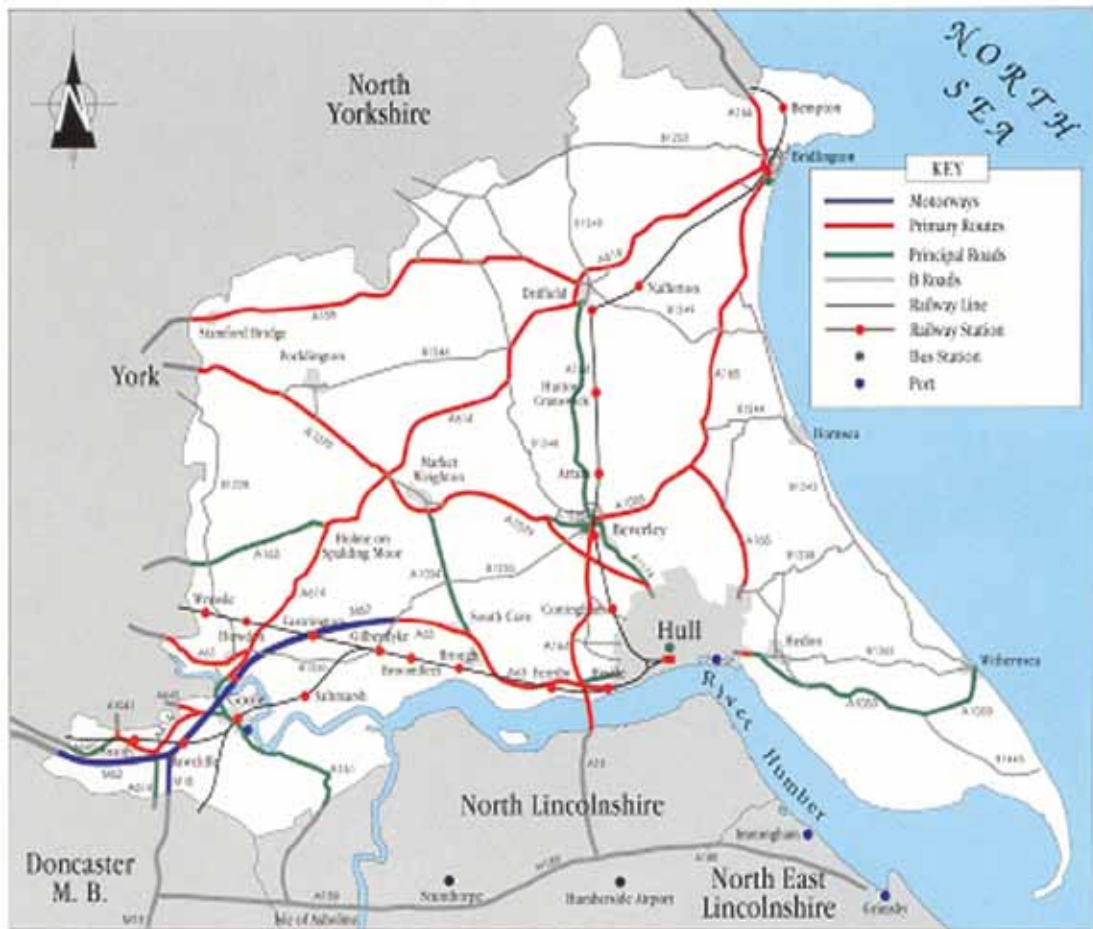
- 4.53 Alongside issues with broadband provision the availability of mobile phone network coverage remains a challenge in the East Riding of Yorkshire. Geographic coverage of mobile networks is typically lower in rural areas than in urban areas⁴⁹. There are four mobile network operators in the UK, all of whom provide coverage in the East Riding. Whilst Ofcom data suggests that 92% of premises in the area can obtain a 2G signal from each of the mobile network operators, the data indicates a notably less extensive 3G coverage across the East Riding⁵⁰. A desired outcome of the Rural Strategy is that ***rural communities have good utilities and appropriate infrastructure***. The Rural Strategy's Action Plan will develop practical measures to **help rural communities develop community broadband projects**.
- 4.54 East Riding of Yorkshire Council has the responsibility for the maintenance of 330km of principal roads, 335km of 'B' roads, 920km of 'C' roads, 1,802km of unclassified roads, approximately 1,500km of public rights-of-way and a bridge stock of 1,368 structures. The area's strategic national road network is managed by the Highways Agency⁵¹. The East Riding is served by three main rail links - the Hull to Doncaster line, the Hull to Leeds / Manchester line and the Hull to Scarborough line. These link the main settlements within the East Riding to other centres in the region and the rest of the country.
- 4.55 Although funding for road improvement schemes has become more limited the Council has secured funding for two Major Transport Schemes. These are Beverley Integrated Transport Plan, which includes construction of a southern relief road, and the A164 Beverley to Humber Bridge Corridor Major Transport Scheme which will dual the East Riding's busiest and most congested route. However many rural roads, while not congested, offer relatively poor connectivity to main centres, with long journey times. This is especially true of roads connecting coastal communities to inland centres. Figure 7 shows the road and rail network in the East Riding.

Heritage and Culture

- 4.56 Culture is a hugely important thread in the web of social fabric. It helps to define identity and sense of place. The East Riding has a rich and varied cultural offer, and a large part of this relates to the area's rural heritage assets. The East Riding Cultural Strategy (2011-2015) champions the significance of culture and its key role in helping to deliver general well-being and life-satisfaction. A vibrant cultural offer, and an understanding of and connection to local heritage, are crucial components of any sustainable rural community.



Figure 7: East Riding of Yorkshire - Road and Rail Network



4.57 The Cultural Strategy has four main desired outcomes, for which clear priorities and actions have been defined. Many of these link strongly with, and complement the objectives of the Rural Strategy⁵², and close joint-working will be undertaken to align the Action Plans of the East Riding’s Rural, Cultural and Economic Development Strategies. This joint-working will ensure that activity is not duplicated, and that the specific challenges⁵³ associated with rural delivery of key actions are addressed. It will also ensure that environmental aspects of the Rural Strategy are firmly embedded into cultural and economic development contexts.



5. The Rural Economy

The Rural Strategy's Desired Outcome and Key Objectives -

DESIRED OUTCOMES		KEY OBJECTIVES
Rural businesses are aware of future challenges and opportunities, and can grow to create new jobs and provide improved local services.	E1	1. To identify and address barriers to rural business growth.
	E2	2. To encourage new economic development based on natural resources.
	E3	3. To support the development of sustainable agriculture.
	E4	4. To support the development of rural business networks.
	E5	5. To provide a policy framework for future rural development programmes.

Barriers to Rural Economic Growth

- 5.1 Rural economies have a great deal to offer. They represent one-fifth of England's economy, contributing £200 billion (19%) of national Gross Value Added (GVA)(2008). More people per head of population run and start-up businesses in rural areas than in urban areas, with the exception of London. Rural economies display higher levels of self-employment and entrepreneurial activity⁵⁴, and have higher employment rates than urban areas.
- 5.2 It is therefore not surprising that rural economies have been described as “incubators and catalysts for national growth”.⁵⁵ However individual rural businesses do face specific barriers to growth. The Government's recent Growth Review has recognised this fact, and stressed the importance of ensuring that all Local Enterprise Partnerships incorporate rural issues in their membership and strategic processes. The Review has also led to the establishment of six ‘Rural Growth Networks’.
- 5.3 In respect of barriers, size is a major issue. Two-thirds of England's rural enterprises⁵⁶ are micro-businesses employing less than ten people. The micro and small-business sector is important to the East Riding as 87% of the area's businesses employ between 1 to 10 employees and 97.2% of all businesses in the East Riding employ less than 50 employees⁵⁷. Additionally many farmers and individual tradesmen do not think of themselves as firms but trade successfully. The 2011 UK Enterprise Survey⁵⁸ concluded that employment data analysis suggests that the SMEs will drive employment growth over the next 12 months, and that jobs growth in the private sector will come primarily from SMEs rather than from larger businesses. It will be important to scrutinise carefully current business development models in use in the East Riding, including the business development element of the current RDPE LEADER Programme, to identify which model of business advice will best encourage business growth in local SMEs.
- 5.4 Another key barrier to growth for micro-businesses is the fact that they often face the same levels of tax regimes and other regulation as much larger operations and the rigours of compliance may leave them with little time to devote to plans



for business expansion. Even if they overcome this challenge, they may also experience difficulties in recruiting skilled staff⁵⁹, accessing finance and securing space or suitable premises for expansion. Other barriers include infrastructure weaknesses, especially poor broadband provision and speeds, higher costs particularly in relation to transport - both distance and fuel costs - and the current economic climate. There is a perception that the application of planning and development control policies is sometimes difficult.

Aspirations for Rural Business Growth

- 5.5 It must be accepted that not all rural micro-businesses wish to grow. Those starting a small rural business often do so because they value independence, quality of life and the ability to work near or at home, often in diversified farm premises. Such businesses may operate in a limited marketplace and lack access to business support networks. They can be characterised by a degree of complacency and a lack of ongoing workforce development. Despite this, their contribution should not be overlooked as they bring core resilience and services to rural economies that are vital to attracting and supporting higher-growth enterprises and entrepreneurs⁶⁰.
- 5.6 Traditional and resilient rural businesses are generally based on localised networks and family structures. These ‘steady-state’ firms may sometimes overlook potential external markets and networks, but nevertheless business surveys consistently show that many rural firms do aspire to grow and that broadly similar numbers of urban and rural firms achieve this. The Centre for Rural Economy’s Rural Business Survey 2009 found that 43% of firms wished to expand.
- 5.7 Demographic trends such as inward migration to rural areas are often viewed as negative. However incomers to the English countryside make a massive contribution to rural enterprise start-up and often contribute a dynamic element to the rural economy and society. In some areas they start 50% of new rural businesses. Incomers and returning migrants have been found to be significantly more entrepreneurial than lifelong residents, especially in sparse and remote rural areas⁶¹.
- 5.8 Evidence shows that rural economic growth is not constrained by a lack of aspiration. Converting these aspirations means that barriers to growth need to be overcome. A desired outcome of the Rural Strategy is that **rural businesses can grow to create jobs and provide improved local services**. In order to achieve this outcome the Rural Strategy’s Action Plan will develop practical measures to **identify and address barriers to rural business growth**. These measures will be closely aligned to, and integrated with, the Action Plan for the East Riding Local Strategic Partnership’s Economic Development Strategy.

Market Towns and Rural Estates

- 5.9 Keeping money in the local economy and promoting local business is an important aspect of sustainable rural economic growth, and work could usefully be undertaken to develop firmer evidence of the existence of a sound and loyal local customer base for the East Riding’s rural economy. In total, 33.3% of the



area's employment is in the public administration, education and health sector, compared to 26.8% nationally⁶². These employees are likely to make a major contribution to local economic stability. It is also widely recognised that market and coastal towns can act as a catalyst and focus for sustainable investment in rural areas. Much work has been undertaken in recent years to increase community capacity and improve physical infrastructure through market town renaissance programmes. This has helped several East Riding towns to realise aspirations for economic growth and significantly improve their retail and tourism offer. However challenges remain, such as the loss of quality high street shops and fundamental changes in consumer behaviour.

- 5.10 Fourteen individual transport strategies have been developed for the East Riding's main settlements - as identified in the emerging Local Plan - through the Local Transport Plan 3. These strategies each have a four-year action plan which contains a number of prioritised schemes to improve sustainable transport infrastructure and road safety, and encourage more trips by foot and cycle. This in turn will increase accessibility to local retail and leisure facilities.
- 5.11 Alongside its market towns the East Riding has a considerable number of large farms and rural estates, which typically own a wide-range of assets including agricultural land, houses and workspace. These estates and large farming businesses make a major contribution to the rural economy and rural community life, as they are usually active as employers, workspace providers, tourism operators, providers of housing and environmental managers. Research in the East Midlands⁶³ has shown that rural estates in that region achieve the following:
- Directly employ around 5,300 people (full-time equivalents)
 - Provide 232,250 square metres of workspace
 - Provide 12 of the 20 top paid-for visitor attractions in the Region
 - Manage 50% of the Region's registered parks and gardens
 - Provide 14% of the Region's village halls
 - Own 70% of the Region's private-rented sector housing stock - 13% of which is let free or below market rents as goodwill.
- 5.12 Rural estates are major place shapers and contributors to local distinctiveness. They have the ability to affect significantly their localities and the life of their communities. However the East Midlands Report concluded that estates face a number of barriers that prevent them from maximising their assets and potential. These included:
- A lack of awareness of funding opportunities, combined with a lack of understanding of Local Government and the benefits required in return for grants
 - Planning and rating processes
 - Lack of suitable broadband access.
- 5.13 The facilitation of improved understanding and closer joint-working between the public sector and large rural estates should therefore be encouraged. Estates can make a significant contribution to the maintenance and creation of sustainable rural communities, but some may need to draw on expertise and advice from



rural development professionals and other public sector agencies if they are to maximise their assets for both commercial gain and social benefit. The East Riding of Yorkshire Rural Partnership is well placed to develop a productive dialogue with local rural estates, and to explore the feasibility of commissioning an analysis of their contribution to the East Riding's rural economy, its rural communities and its environment.

- 5.14 A desired outcome of the Rural Strategy is that ***rural businesses can grow to create jobs and provide improved local services***. The Rural Strategy's Action Plan will develop practical measures to **support the development of rural business networks, including working with Market Town Renaissance Partnerships and Rural Estates**.

Economic Development and Natural Resources

- 5.15 Rural areas of the East Riding offer significant opportunities for the development of small-scale renewable energy generation, for example through wind power and biomass-fuelled heat / energy production. Single wind turbines are becoming more evident on farms, and some farms and larger estates have installed biomass heat and energy systems. Larger-scale wind farms have increased in number and the area now has a working anaerobic digestion (AD) plant. Wind-farm developments can lead to the provision of long-term Community Benefit Funds⁶⁴, and some of these are already operational, with local decision-making panels. It is important to stress, however, that national policy has a major impact on energy subsidy, and future changes may affect these opportunities.
- 5.16 There has only been a modest take-up in the area to date in the growth of dedicated energy crops⁶⁵ - no doubt because of the extent of high-grade agricultural land used for arable food production. However, a number of large industrial plants, including Drax Power Station and Vivergo Biofuels, in the Region are likely to play an increasingly influential role in the renewable energy sector, and offer local farmers significant opportunities. Nationally the Government aims to produce 15% of energy from renewable sources by 2020, from currently low levels.
- 5.17 New policy instruments including 'Feed-in-Tariffs' and the Renewable Heat Incentive Scheme should create further stimulus for renewable installations, and provide particular opportunities to install micro-generation technology such as solar, heat pumps and biomass in rural, off-grid areas at household, district and business levels. These policies can translate into real opportunities for rural economic diversification and job creation. Farmers are at the forefront of such developments. A recent national survey conducted by the National Farmers Union and NatWest Bank found that one in five farmers would be producing clean electricity by Summer 2012. The report also showed that farmers are taking notice of developments in renewable energy and see tangible benefits for their business.
- 5.18 There will be significant opportunities to develop the 'green economy' in the East Riding in the medium-term. This broad term refers to an economy whose growth in income and employment is driven by investments that reduce carbon emissions and pollution, enhance energy and resource efficiency and prevent the



loss of biodiversity and ecosystem services. The opportunities that the green economy provides to rural communities are explored - at a global level - in a report published in 2011 by the United Nations Environment Programme (UNEP)⁶⁶. This provides a working definition of the green economy. The UK Government has issued a statement listing a number of new green initiatives following the attendance of the Secretary of State for Environment, Food and Rural Affairs at the 'Rio + 20' Earth Summit Conference in June 2012.

- 5.19 It will be important to highlight the opportunity that is provided in the *Rural East Riding* by climate and environmental change in terms of new markets. These include not only the growing renewables sector⁶⁷, but also the economic goods and services provided by the natural environment such as flood protection, food production, raw materials and green tourism. These public benefits derived from nature are described as 'ecosystem services' and they are essential ingredients of any coherent programme for sustainable economic growth. A key future challenge for farmers and growers will be the demand to increase food production while reducing environmental impact - 'sustainable intensification'. In general terms there will be a need to equip our rural communities with the right skills and knowledge to take advantage of the opportunities that the green economy can provide.
- 5.20 Some products like timber have a known financial value - in other cases their real financial value is only just beginning to be understood. Work is under way to calculate this value, and while there is much to do to understand fully and correctly value all of the ecosystem services in the area, it is increasingly clear that a healthy natural environment plays an essential role in the East Riding's rural economy. Early engagement with farmers and landowners is essential if landscape-scale environmental management is to succeed. A joined-up approach that actively promotes and values all ecosystem services including food production needs to be adopted⁶⁸.
- 5.21 The Hull and East Riding of Yorkshire Local Nature Partnership (LNP) will support joined-up action locally by businesses to promote a green economy and capture the value of nature by working closely with the relevant Local Enterprise Partnerships. This will include work to reconcile the goals of improving the environment while also increasing food production. This issue is considered in detail in Section 6. The East Riding of Yorkshire Rural Partnership and the Rural Policy and Partnerships Section will work closely with the Local Nature Partnership to provide input to this process. This work will be an important channel for realising the Rural Strategy's desired outcome that ***rural businesses are aware of future challenges and opportunities***. The Rural Strategy will develop practical joint actions with LNP partners to **support and encourage new economic development based on natural resources**.

Sustainable Agriculture

- 5.22 In 2002 the East Riding of Yorkshire had 129,000 jobs in its area, of which just over 11% were farm-based. In 2007 total employment in the area was 113,262, but agriculture employed only 6% of this total. Agricultural employment was predicted to fall to 3,840 jobs by 2025. However agriculture and horticulture still constitute vital and dynamic components of the local economy. A recent Defra



intentions survey⁶⁹ highlights the dynamic nature of the agricultural industry. This shows that 30% of farm businesses are planning major changes in the coming year, and approximately 40% of farmers are planning investment spend of £30,000 or more in the same period. Results from a National Farmers Union confidence survey (2011) reinforce these findings. This showed 27%-30% of farmers aiming to invest more on buildings, diversification and skills development.

- 5.23 Agriculture in the East Riding remains primarily arable. It is a major contributor to the Region's agricultural output⁷⁰. Quality soils and available land area continue to make the *Rural East Riding* an important engine for agricultural economic activity in Yorkshire. However there has been an overall decline in livestock numbers. The pig sector has seen a loss of smaller producers, and cost pressures are currently acute in the livestock sector due to fuel and feed cost increases. Dairy herds have declined, and the City of Hull no longer offers significant milk processing facilities. Recent trends include growth in the local food sector and an expansion of farmers' markets and farm shops.
- 5.24 Greater levels of cooperation are now evident in the local agricultural sector. These include sharing capital resources such as machinery and centralised handling and storage of grain. There are better links to national marketing cooperatives, and an increasing rate of contract farming. The Rural Development Programme for England has supported major collaborative projects, such as the expansion of grain handling at Muntons Malt, Bridlington. However the NFU reports that many farmers perceive the planning system to be a barrier to expansion, and are keen to see a more permissive and flexible approach that more easily facilitates redundant building conversion and encourages economic growth beyond traditional farm diversification activity.
- 5.25 The economic health of the agricultural sector in the East Riding is also highly influenced by global economic trends. These include input costs and exchange rates, both of which have major local impacts. European policy touches most aspects of farming and land-management. The Single Farm Payment still supports agriculture significantly, and is complemented by agri-environmental scheme payments - stewardship - for sustainable land-management. Although the sector still employs a significant number of people there have been dramatic falls in full-time, and increases in part-time, employment. Despite this, it is worthy of note that Bishop Burton College - a leading land-based college located in the East Riding - saw the number of students studying Agriculture increase for the first time in several years in 2011/12.
- 5.26 The agricultural sector will need to respond positively to a growing consumer interest in provenance, welfare and biodiversity. This will be challenging in the face of increased production costs and food price inflation. Delivery of 'sustainable intensification' - producing more in a more efficient but sustainable way - will also be challenging. Farmers will need to be ready to grasp the possibility of entering new markets in energy crops, waste management and tourism. Local agricultural societies such as the Driffield Agricultural Society will have an important role to play in promoting good practice and helping their members to develop market readiness.





- 5.27 Reform of the EU Common Agricultural Policy (CAP) is due to take effect in 2013. Current proposals look likely to link a greater degree of ‘greening’ to the current area-based subsidy payments for local agriculture, and may release more resources through ‘modulation’⁷¹ for local rural economic development. The latter may be restricted, as now, to support for land-based job creation, but there have been calls for this to be widened to include funding for non-land based economic development. Whatever the outcome, CAP reform is likely to have major implications for agriculture and land-based industries, land-management, biodiversity and for rural communities. A desired outcome of the Rural Strategy is to ensure that **rural businesses are aware of future challenges and opportunities**. The Rural Strategy’s Action plan will develop measures to **assist the area’s farm businesses and support the development of sustainable agriculture and identify and address barriers to rural business growth**.

Rural Business Sectors and Networks

- 5.28 Gross Value Added (GVA) is the principal measure of the total value of goods and services that a geographical area produces⁷². As GVA is only recorded at local authority (NUTS 3)⁷³ level it is not possible to analyse it at the small-scale needed to see its impact in rural contexts. Although GVA per head is used as a proxy indicator for assessing GVA levels at lower geographies, it can be distorted by demographics and commuting patterns as it is recorded by place-of-work and not place-of-residence. This means that the East Riding has a lower GVA per head than the City of Kingston Upon Hull. Public Administration, Education and Health produce approximately 26% of the East Riding’s GVA. Agriculture, Forestry and Fishing still produce a significant contribution - approximately 4.5%. It is likely that rural business sectors and networks produce more ‘Value Added’ at the local level than the GVA measure suggests.
- 5.29 VAT registrations as a percentage of business stock in the East Riding over the past 10 years are higher than those of Hull and York. The East Riding is home to a higher rate of business start-ups, but a smaller percentage of them demonstrate growth than is the case for businesses in surrounding areas. The explanation for this trend can be found in the large number of lifestyle businesses found in the East Riding. Furthermore many employers in rural areas operate below VAT registration thresholds. Both these indicators point to the need to develop strong local business networks based around specific sectors of the economy if growth is to be achieved.
- 5.30 Predictably, in an area with a large rural hinterland the Agriculture and Forestry Sectors form a strong cluster. Allied to that, Food Manufacturing and Processing also show as a significant cluster for the area. However the Finance and Business Services Sector and the Digital and Creative Sector are underrepresented in the East Riding compared to the rest of England. This is potentially significant as both sectors have been considered as high skill, high growth driver sectors across the country during the last few years. This underrepresentation is due, in part, to the fact that these sectors tend to cluster in more urban areas. Even with strong broadband, rural areas may only have a minor role in attracting digital and creative businesses.



- 5.31 There is a growing body of evidence to suggest that vibrant small business networks are a major stimulus and vehicle for rural economic growth⁷⁴. There is also a generally accepted need to promote investment in the development of high value, entrepreneurial sectors across the whole area. In rural areas opportunities exist to encourage growth in the creative industries, renewable heat and energy generation, locally-produced food, sustainable tourism and social enterprise activity. Two of these sectors - local food and tourism - are particularly important currently to the rural economy of the East Riding.

Local Food

- 5.32 Locally-produced food represents an important economic development opportunity for the East Riding. Recent work, funded through the European LEADER Programme, has illustrated the benefits of developing this market via supporting a sector-led Local Food Network. The potential of local food goes beyond important business growth, as nurturing a vibrant local food culture also supports the area's tourism offer and contributes, through local community involvement, to a sense of place and local identity. The East Riding Local Food Network is currently developing a three-year business plan (2013-16) to build on the momentum gained to date.
- 5.33 Work to raise the profile of locally produced food is closely linked to coastal / marine initiatives being supported by the European Fisheries Fund. The Fisheries Local Action Group has supported a number of important projects to boost local fisheries, including major seafood festivals. Its draft strategy seeks to increase the contribution that the local fishing industry can make to the sustainable social and economic regeneration of the East Riding's coastal communities. A range of programmes will be taken forward, ranging from industry training, branding and diversification activity to festivals and events, maritime heritage, community activities and a catering and hospitality programme.

Sustainable Rural Tourism

- 5.34 The East Riding's tourism and hospitality sector has traditionally been based mainly on a coastal resort offer, linked to extensive caravan parks, good quality beaches and seaside towns. This aspect of the local tourism market still remains relatively strong, and renaissance activity in many of the coastal towns, including the recent extensive refurbishment of the Spa Complex at Bridlington, has increased the quality and appeal of the area's seaside resorts. However rural areas of the East Riding, with their high quality and unspoilt environment, valuable wildlife habitats and extensive countryside access networks are now beginning to be developed as a national destination for sustainable tourism. It is important to stress the significance of tourism as a key tool for regenerating the rural economy⁷⁵.
- 5.35 Visit Hull and East Yorkshire (VHEY), the *Coast Wolds Wetland and Waterways* LEADER Local Action Group and local tourism partnerships have all been working to increase the visibility and attractiveness of the *Rural East Riding* to the potential visitor. Developments have included new tourism brands, for example



‘Visit the Yorkshire Wolds’, extensive new cycle route development, promotion of the Yorkshire Wolds Way National Trail and nature tourism and heritage tourism initiatives. Support via the *Coast Wolds Wetland and Waterways* LEADER Programme for the community and voluntary sector in developing rural heritage and culture has added considerable value to these developments.

- 5.36 As noted in the East Riding Cultural Strategy, the voluntary and community sector is a strong contributor to the area's cultural offer. Many voluntary and community sector organisations are involved in delivering engagement activities, stewardship and interpretation, for example East Riding Archaeological Society, Yorkshire Wildlife Trust and East Yorkshire Churches. Support for this important sector will need to be continued in order to build on the foundations that have been established through the LEADER Programme. This has crucial links with the Government's ‘Big Society’ agenda.
- 5.37 There are also opportunities arising from the built environment for tourism development. Historic churches, stately homes and other built heritage assets add significantly to the potential for sustainable tourism development in the *Rural East Riding*. The area has many ‘hidden treasures’ in both the natural and the built environment, and offers a surprisingly varied experience for the visitor. Proximity to the Humber Ports means that potential exists to stimulate increased visitor trade from Europe, perhaps with a focus on cycling or walking holiday packages. Rural business network development focusing on rural tourism providers can help to grow the sector and also address infrastructure constraints such as lack of village parking facilities⁷⁶, limited public transport networks and limited local services, including pubs, shops and cafes.
- 5.38 A desired outcome of the Rural Strategy is to ensure that ***rural businesses can grow to create jobs and provide improved local services***. The Rural Strategy’s Action plan will develop measures to **support the development of strong rural business networks**.

Policy Frameworks for Rural Development

- 5.39 Policy frameworks for rural development have changed dramatically in recent times, and more changes are on the way. The abolition of Regional Development Agencies and Government Offices in the regions led to the loss of regional frameworks for rural development and regional programmes of rural regeneration and development activity. The European Commission / Defra funded ‘Rural Development Programme for England’ (RDPE) is now the main vehicle for national and regional scale interventions in rural development. This includes the community-based LEADER approach. Delivery of RDPE is now managed centrally by Defra, although a small regional Defra presence has also been established.
- 5.40 The current RDPE Programme ends in 2013 and negotiations on the legislative framework for the new rural development programmes including future LEADER programmes have just started. There is still a high level of uncertainty around both the rules and the funds, but a new framework for the distribution of EU Structural Funds to member states has been proposed. There is likely to be a gap between the end of current rural development programmes and the start of



new activity - with the exception of binding agri-environmental schemes and area-based farm subsidy payments.

- 5.41 A new Common Strategic Framework is proposed for delivery of all EU Structural Funds, including the European Agricultural Fund for Rural Development (EAFRD). A Partnership Document will now be drawn up with individual member states which will set out how the State intends to use the funds to pursue EU 2020 objectives. This will include the opportunity to combine different funds in pursuit of development goals. The LEADER approach (a community, bottom-up approach to development) is proposed as a cross-cutting delivery mechanism for all EU Structural Funds - including the European Regional Development and Social Funds (ERDF and ESF).
- 5.42 The Common Strategic Framework will encourage member states to develop new programmes of activity based on specific sub-regional territories, which can be urban, rural, coastal, cross-border or a mix of several. These programmes will be implemented by the local community through public-private partnerships - not by the municipality alone, and governed by an integrated and area-based Local Development Strategy and Local Action Group. Crucially, Local Development Strategies can now be financed from several EU instruments in parallel, although a 'lead fund' must be designated.
- 5.43 This means that new LEADER programmes starting in 2014/2015 could be much more broad-based, could include urban as well as rural elements and have access to other EU Structural Funds as well as EAFRD. The development of new rural development programmes will therefore become more complex and challenging. However, the potential for more integrated programmes capable of accessing a wider range of funding opportunities is considerable. This can link strongly to the maintenance of rural economic resilience - through encouraging diversity at a time of increasing economic volatility. The rural economy and farm businesses involve much more than food production, and diverse rural businesses are much more resilient. Future RDPE / LEADER programmes need to consider the potential for supporting a broad base of rural economic and employment opportunities.
- 5.44 The Rural Strategy's key objectives can form a strong strategic component of new rural development programmes constructed on this basis. They can also give considerable weight and support to more broad-based Local Development Strategies. The Rural Strategy aims to **provide a dynamic policy framework for future rural development programmes**. The Rural Strategy's Action Plan will include practical work by East Riding of Yorkshire Council's Rural Policy and Partnerships Section and the Economic Development Section to steer and support development of new Local Development Strategies.





6. The Rural Environment

The Rural Strategy's Desired Outcome and Key Objectives -

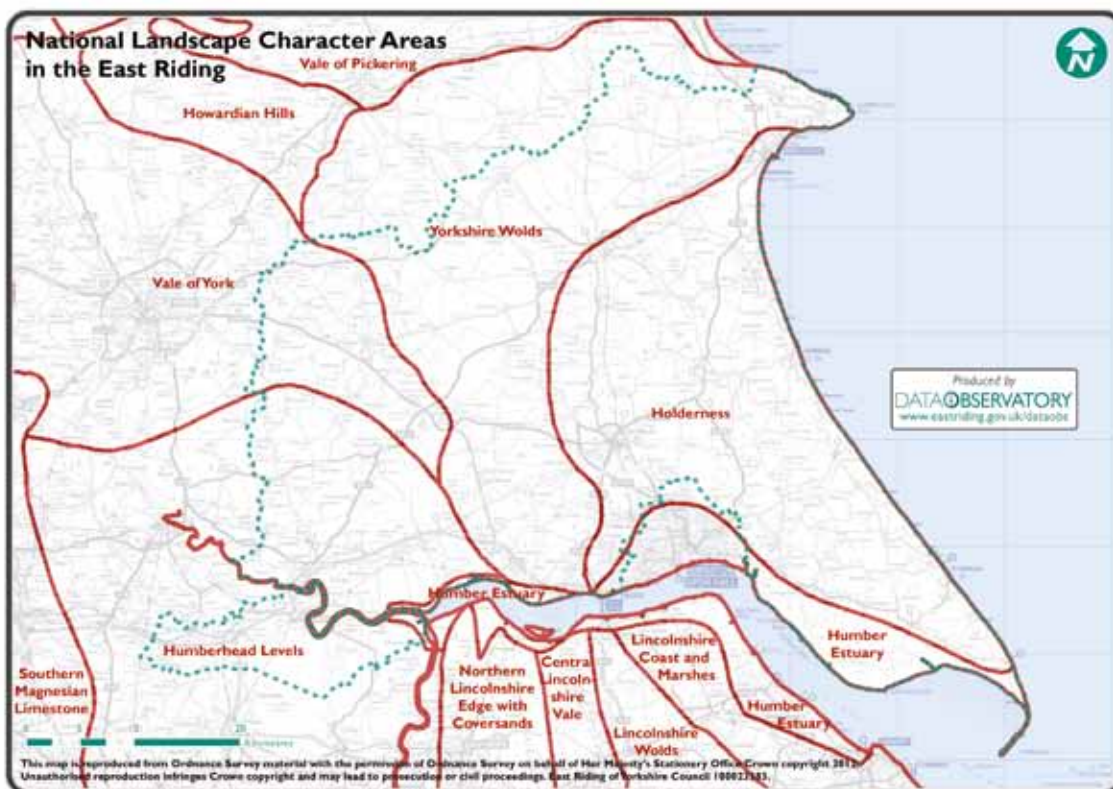
DESIRED OUTCOMES		KEY OBJECTIVES
The rural environment is managed in a joined-up way, and residents take positive action to help maintain and develop the local landscape.	ENV1	1. To help secure and enhance the high quality rural environment and biodiversity.
	ENV2	2. To deepen local understanding of, and participation in, environmental management activity.
	ENV3	3. To facilitate work to ensure access to the countryside is available to all.

Enhancing and Protecting the Rural Landscape

- 6.1 National Character Areas divide England into 159 natural areas each defined by a unique combination of landscape, biodiversity, geo-diversity and economic and cultural activity⁷⁷. The East Riding of Yorkshire contains five such areas. These are the Humber Estuary, the Humberhead Levels, Holderness, the Yorkshire Wolds and the Vale of York (see Figure 8). Each area has some specific future challenges and opportunities relating to its landscape character. As part of its commitment to the Natural Environment White Paper, Natural England is producing a series of detailed profiles of National Landscape Character Areas. The first batch of profiles produced includes the Humberhead Levels.
- 6.2 The Humber Estuary Character Area includes Hull with its major port complex, and has internationally important coastal mudflats and habitats. The development of appropriate flood defence and mitigation strategies in the face of changing sea-levels is a key challenge. Bio-fuel / energy production, green industries, eco-tourism and wetland creation offer major opportunities. Broad floodplains of major rivers drain through the flat landscape of the Humberhead Levels and the Vale of York into the Humber Estuary. The area's rich high-quality land is intensively farmed, and protecting its limited semi-natural habitats is an important future consideration. Carbon-sequestration and energy-crop establishment offer future opportunities.
- 6.3 The peninsula of Holderness consists of gently undulating farmland based on glacial clay. The coastline is rapidly eroding soft clay. The coastal landscape contains rural communities, coastal businesses and important gas infrastructure, as well as farmland. In order to adapt and mitigate the impacts of coastal change, integrated management and policy development will continue to be a key challenge across the East Riding coast. Future management policy towards the impact of erosion is a key challenge. Nature tourism and securing community-benefits from onshore wind-farm and offshore gas storage developments are key opportunities.



Figure 8: East Riding of Yorkshire - Landscape Character Areas



- 6.4 The Yorkshire Wolds are rounded rolling chalk hills, enclosing steep-sided and sheltered ‘dry-valleys’. High cliffs mark the northern chalk outcrop at Flamborough Head. A Landscape Partnership is being actively developed for the Yorkshire Wolds as a whole, with the aim of encouraging positive management of the area’s unique environment. The Wolds lack any national landscape designation, but are an area of considerable natural beauty, with a wealth of archaeological heritage assets. They offer major scope for sustainable tourism development, leisure and the provision of a range of important ecosystem services.
- 6.5 The term ‘rural environment’ is broad and means different things to different people. The landscape is heavily modified from its natural state, and requires constant management, with significant resource input. This is compounded by greater demands being placed on the local environment by, for example, a growing population and the effects of climate change. Recent policy developments stress the importance of consolidating and further expanding good environmental stewardship by farmers and land-managers through Entry and Higher Level Schemes, and potentially also via new ‘greening’ requirements linked to area-based subsidy payments. There is also a growing policy consensus that, to avert further serious environmental decline, whole communities, rather than just specialist groups and interests, will need to make an active contribution to protecting and enhancing environmental sustainability.
- 6.6 The East Riding has a rich and varied biodiversity that is nationally and internationally important. Well-known examples include:



- The ancient flood-meadows of the Lower Derwent Valley
 - The chalk grasslands of the Yorkshire Wolds
 - The wetlands of the River Hull Valley
 - The mudflats and salt-marshes of the Humber Estuary
 - The chalk cliffs of Flamborough Head.
- 6.7 Protecting these natural assets and habitats, and the species they support is a key local priority, overseen by the East Riding of Yorkshire Biodiversity Partnership and delivered through its Biodiversity Action Plan (ERYBAP). The ERYBAP is one of three pillars of biodiversity alongside the Local Wildlife Sites System and the North and East Yorkshire Ecological Data Centre. The East Riding has a full range of designated sites from the international to the local-level. The East Riding of Yorkshire Local Wildlife Sites Network aims to provide a comprehensive register of sites of substantive nature conservation value. Species variety and abundance is still declining at a global, national and local level.
- 6.8 The ERYBAP seeks to identify, improve and create priority habitats. It also aims to improve connectivity between them, and thereby increase their ability to support a diversity of species over the longer term. Farmland plays a major role in delivering the objectives of the ERYBAP, and future emphasis will be placed on wider landscape management of habitats and species. A number of initiatives are under way that will help achieve this including the Campaign for the Farmed Environment and the development of local Biodiversity Action Plans by Internal Drainage Boards. Biodiversity priority areas have been identified in the Biodiversity Action Plan, and landscape-scale biodiversity initiatives are now being developed for some of these, for example the Humberhead Levels.
- 6.9 The ERYBAP vision is to ‘sustain, restore and create a thriving, vibrant and sustainable biodiversity network in which the priority habitats and species of the East Riding of Yorkshire can prosper.’ To achieve this, the ERYBAP will engage with local communities, raise their awareness of the biodiversity around them and develop partnerships to deliver biodiversity action on the ground where people live. There are significant threats resulting in losses to biodiversity. In the East Riding, for example, 86 species of plant have already become extinct. However, there are also opportunities that if harnessed could help to reverse decline and safeguard the area’s biodiversity for future generations.
- 6.10 As 80% of the East Riding is farmland, agriculture has a major influence over the environmental condition of the area. Whilst intensification of agricultural production delivers good-quality affordable food, concerns over the impact on wider environmental systems have intensified. This is both a global and local trend. Farmers and landowners are major custodians of wildlife habitats and landscapes. Recent years have seen the introduction of publically-funded Entry and Higher Level⁷⁸ Stewardship Schemes to support farmers manage these habitats and environments sympathetically. The policy framework for this is highly centralised as Stewardship Schemes are part of EU Common Agricultural Policy (CAP) funding. The uptake of these schemes is also usually heavily linked to the business case for doing so - for example making space for nature inevitably has to compete with commercial crop production. More generally, better integrated farm management is also helping to reduce the negative environmental impacts of intensive farming. Early engagement with farmers and landowners



will be essential if a joined-up approach where all ecosystem services - including food production - are fully-embedded within a partnership approach, and where farming is seen as a keystone activity providing both food production and environmental benefits.

- 6.11 The Government's Natural Environment White Paper - 'The Natural Choice - securing the value of nature (2011)' sets-out policy on a range of environmental issues, and emphasises the economic and social benefits the natural environment provides. The development of around 50 Local Nature Partnerships (LNPs) in England was a key action proposed in the White Paper. LNPs will aim to bring businesses together with land-managers, local authorities and conservation organisations to lead integrated projects to connect and restore nature. They will support joined-up action locally by businesses to promote a green economy and capture the value of nature by working closely with Local Enterprise Partnerships in this area.
- 6.12 East Riding of Yorkshire Council's Rural Policy and Partnerships Section has worked with the Sustainable Development Team to support the development of an active Local Nature Partnership for Hull and the East Riding of Yorkshire. Transition funding to support this development was granted in 2012, and formal status for the proposed LNP has now been secured. This local response to the Government's proposals includes both the development of the Hull and East Riding LNP, the Humberhead Levels Nature Improvement Area and other key landscape-scale initiatives.
- 6.13 A desired outcome of the Rural Strategy is that ***the rural environment is managed in a joined-up way***. Working in partnership with other key groups such as the Local Nature Partnership, the Rural Strategy's Action Plan will develop practical measures to **secure and enhance the high quality rural environment, and deepen local understanding of and participation in environmental management activity**.

Climate Change

- 6.14 The potential impact of climate change on the rural landscape and environment of the East Riding is significant. Future scenarios predict rising sea-levels, an increase in high rainfall intensities during the Winter, a decrease in 'frost' nights and an increase in warm summer days across the area. The Draft Shoreline Management Plan 2 (SMP2) notes that climate change is already causing sea-levels to rise. It also notes that it is likely that climate change will bring about increased storminess. The historic rate of sea-level rise is just over 1.1 millimetres per year, based on the sea-level measured at Immingham over the period between 1960 and 1995. Defra's sea-level rise guidance figures for the Humber Estuary Coastal Authorities Group suggest a total level of sea-level rise of just under one metre by 2105⁷⁹.
- 6.15 The East Riding of Yorkshire Climate Change Strategy is in development. It will play a major role in local efforts to address climate change, and partnership working on this issue will be taken forward through the LSP Climate Change Task Group. This work is critically important, as scientific projections suggest that if human activity continues on its current trajectory, there could be a



significant global temperature rise. Internationally, governments are trying to set emissions targets to a level that will mean there will only be an average global temperature rise of 2°C. Britain has calculated that it must cut its emissions by 34% by 2020 and 80% by 2050. This is an enormous, but achievable, task and requires action at all levels of economy and society. Even at the 2°C temperature rise level the potential local impacts of climate change are considerable. They include:

- Significant changes to weather patterns in England, with hotter drier summers, wetter warmer winters and extreme weather potentially leading to water shortages and food insecurity
- More frequent summer heat waves - like the one of 2003 which caused many thousands of deaths across Europe and in the UK - and a greater risk of floods.

6.16 While climate change is a global issue, it is also true that rural communities tend to have a higher 'carbon footprint' than their urban counterparts⁸⁰. Reliance on car use and also a reliance on electricity or solid fuels for heat and power may be contributory factors. Small-scale, local actions aimed at reducing CO2 emissions therefore have a valuable role to play in protecting and enhancing a sustainable rural environment. A recent study has identified the potential for car-sharing to provide a low-cost rural transport option in areas where public transport might be unviable, as well as a highly efficient and low-cost means of cutting carbon emissions. It showed that current levels of car-sharing in the Region save an estimated 3.9 vehicle kilometres and 790 tonnes of CO2 per year at an estimated cost of only £0.017 per vehicle km⁸¹.

6.17 A desired outcome of the Rural Strategy is to ensure that ***the rural environment is managed in a joined-up way, and residents take positive action to maintain and develop their local landscape.*** The Rural Strategy will promote local, small-scale actions to **secure and enhance our high quality rural environment and biodiversity.**

Water Management

6.18 Flooding and flood-risk is a major environmental concern for the area. The East Riding faces significant risk from fluvial, pluvial and tidal flooding. A large proportion of the area's productive agricultural land lies below the 5 metre contour. Local approaches to flood-risk management need to balance the protection of communities and also the landscape's food productive capacity as high priorities.

6.19 In June 2007 the East Riding was flooded on an unprecedented scale causing severe disruption. Over 6,000 households were seriously affected and over 3,000 householders were completely displaced from their homes and forced to live in temporary accommodation. A total of 78 schools were closed and approximately 12,334 hectares of land were flooded including good quality agricultural land.

6.20 Following the 2007 floods, reports and reviews at national⁸² and local levels⁸³ have led to a number of major policy changes, which are still being developed, in the way future flood-risk will be managed. The Flood and Water Management



Act (2010) redefined the funding mechanisms and the roles of public and private sector organisations responsible for managing flood risk. This has led to an enhanced role for local authorities. Considerable work is being done by East Riding of Yorkshire Council and partners to reconcile the need for improved flood protection with funding constraints. Challenges associated with how funding is allocated - particularly the low priority given to the protection of farmland - and the development of flood alleviation schemes are being debated, communicated and delivered via a range of panels, boards, liaison groups and local partnerships. The recently formed East Riding and North Yorkshire Waterways Partnership considers water quality and flood-risk along with other waterway functions / benefits, including recreation. It will be a key partner in delivering objectives and actions relating to improved water management within the Rural Strategy.

- 6.21 Current policy separation between land-drainage (which is a permissive power that no authority is bound to deliver) and protection from flood-risk (which carries statutory responsibilities) tends to focus resources on the need to find engineering solutions to localised problems in more populated centres. For farmers and rural residents this is sometimes difficult to reconcile - as in many rural settings land-drainage is inextricably linked to flood-risk. The 'Foresight Report' - The future of food and farming: Challenges and choices for global sustainability (2010) - emphasises that more food must be produced sustainably using all existing knowledge, technology and best practice.
- 6.22 Consequently, whilst there is an awareness that opportunities exist to mitigate flood-risk and drought in, for example, changes to land-use and farmland management, these have not been fully explored and are not as yet fully integrated into local environmental management. EU Common Agricultural Policy Reform (from 2013) will be critical to the pace at which farmland and water management are better integrated at the local scale. East Riding of Yorkshire Council has previously submitted a response to the EU Consultation on CAP Reform, and dialogue with Defra should continue as the process moves to the next negotiation stage. It will be essential to sustain a high level of two-way communication to deepen local understanding of water management planning and delivery.
- 6.23 The Water Framework Directive (WFD) is probably the most ambitious and challenging piece of EU environmental legislation agreed by Member States. It is huge in scope and embraces improvements to water quality, the promotion of more sustainable water use, the reduction of pollution of surface and ground waters and the mitigation of the effect of floods and droughts. Defra has tasked the Environment Agency to deliver the WFD in England and Wales. The Environment Agency will deliver measures to achieve the desired improvements including:
- Conducting investigations to identify and address specific pollution issues
 - Reducing diffuse water pollution from agriculture⁸⁴



- Delivering - jointly with Natural England - area-based Catchment Sensitive Farming Initiatives⁸⁵
- Designating Nitrate Vulnerable Zones (NVZs)⁸⁶
- Delivering Catchment Abstraction Management.⁸⁷

6.24 A key area for water management interventions will be the large and important drainage network in the River Hull Valley. It has major challenges associated with flood-risk and land-drainage, is of great ecological importance and has major significance for water quality in the East Riding. A desired outcome of the Rural Strategy is to ***deepen local understanding of, and participation in, environmental management activity.*** . The Rural Strategy will develop actions to **support the work of local partnerships dealing with the natural environment.**

Coastal Change

- 6.25 Parts of the coastline of the East Riding are the fastest eroding in northern Europe. An average rate of 1.5-2.5 metres of land per annum is being lost. Despite this average, some areas have been known to lose in excess of 20 metres a year showing the highly variable nature of the process. Landscape change caused by coastal erosion is also set to be exacerbated by climate change, due to increased storminess and rising sea levels. In 2004 East Riding of Yorkshire Council adopted a 'roll-back' policy for caravan and holiday home parks. 'Roll-back' involves relocating property and infrastructure further inland from the eroding coast. In addition, the Council has also agreed a 'roll-back' policy for 'at risk' houses and farmsteads in the coastal zone. The policy provides guidance to residents seeking to apply for planning permission to relocate to a more suitable location, thereby lessening the danger of residents living in increasingly unsafe locations.⁸⁸
- 6.26 The Council led the development of the current Humber Estuary Coastal Authorities Group Shoreline Management Plan 2 (SMP2). This was fully-adopted in Summer 2011 and sets policies for the current management of the coastline from Flamborough Head to Gibraltar Point in Lincolnshire. For the main towns of Bridlington, Hornsea and Withernsea the policy is that protection will continue to be maintained and improved to deal with rising sea-levels. Defending the whole coast would not be sustainable due to economic, social and environmental factors, such as the release of vital sediment which helps to protect large areas of low-lying land and maintains the deep water channel of the Humber. In addition to this Plan, the Council's emerging Coastal Change Management Framework will incorporate best practice generated through the Coastal Change Pathfinders.
- 6.27 In 2009 East Riding of Yorkshire Council secured funding as part of the Defra Coastal Change Pathfinder Project, which aimed to support coastal communities dealing with the challenges posed by coastal erosion. The Coastal Change Pathfinder provided limited financial assistance for relocation and adaptation to those coastal residents, businesses and community groups most at risk from coastal erosion. Funding ended in March 2011, but the lessons learned from the Coastal Pathfinders and the good practice they generated will be shared and reviewed. In an example of this, the Council is leading the development of a



'how to' guide on coastal change adaptation planning, to be funded by Defra and supported by coastal local authorities from across England. It is also seeking to establish an East Riding Coastal Partnership during 2012/13 to enable stakeholders and business owners to discuss local coastal change issues. A new structure will build on the community engagement successes of the East Riding Coastal Change Pathfinder.

Access to the Countryside and Reconnecting People to Nature

- 6.28 East Riding of Yorkshire Council through the Rural Policy & Partnerships Section provides the secretariat to administer and facilitate the work of the East Riding of Yorkshire and Kingston Upon Hull Joint Local Access Forum (LAF). Local Access Forums are statutory bodies established under Section 94 of the Countryside and Rights of Way Act 2000, providing independent advice on countryside access and open-air recreation. The LAF has strong links with the Rural Partnership and also works closely with East Riding of Yorkshire Council's Countryside Access and Public Rights-of-Way Teams. The countryside also offers strong economic and community benefits, and a cohesive network of well-maintained public rights-of-way can greatly support the development of green tourism. The East Riding of Yorkshire Rights-of-Way Improvement Plan (2008-2018) and East Riding of Yorkshire Countryside Access Strategy (currently in development) are key documents setting out actions to improve the countryside access network for local communities and tourists. A new national grant programme, 'Paths for Communities' - introduced in May 2012 and co-ordinated by Natural England - also offers an opportunity for communities to access grant funding to support such improvements. Alongside the work of the Local Access Forum, the East Riding and North Yorkshire Waterways Partnership is leading on projects and programmes to raise awareness of recreational opportunities and develop new access mechanisms on the East Riding's underused and under-appreciated waterways.
- 6.29 The new Hull and East Riding Local Nature Partnership will also work to reconnect local people with nature and the natural environment. There is a wealth of evidence available that shows nature is good for human health. Contact with nature has been shown to improve people's health by reducing inequalities, tackling obesity, increasing physical activity and improving mental health⁸⁹. The quality of the environment around us affects our communities and so influences the health and wellbeing of people where they live and work. The LNP has the potential to make a valuable contribution to the role of the East Riding Health and Wellbeing Board in assessing local health and wellbeing needs. The East Riding of Yorkshire Rural Partnership and the Rural Policy and Partnerships Section will work closely with the LNP to ensure that the role of the rural environment and the needs of rural communities are adequately reflected in local initiatives aimed at reconnecting people with nature.
- 6.30 A desired outcome of the Rural Strategy is to ensure that ***residents take positive action to help maintain and develop their local landscape***. The Rural Strategy's Action Plan will include measures to **deepen local understanding of and participation in environmental management activity and facilitate work to ensure access to the countryside is available to all**.



7. Working in Partnership to Deliver the Rural Strategy

The Role of the East Riding of Yorkshire Rural Partnership

- 7.1 The East Riding of Yorkshire Rural Partnership (ERYRP) brings together rural representatives⁹⁰ in the statutory, private, voluntary and community sectors to advocate on behalf of the area's rural economy, communities and environment. It works to develop a strategy and deliver projects - both directly and indirectly - that optimise the *Rural East Riding's* potential in a way that is socially inclusive and sustainable. It is founded on the principle that the partners have distinctive, complementary and equally-valued roles. The ERYRP is not a legal entity and is governed by voluntary agreement, which invites independent bodies to work together sharing resources, skills and expertise as appropriate.
- 7.2 The Rural Partnership has a key role in governing and steering the strategic partnership working necessary to deliver the Rural Strategy's desired outcomes and objectives. The Partnership is being strengthened to ensure that it can command and reflect the views of a wide rural constituency, and bring a coherent consensus to the governance process. Its functions in this respect will include both procedural aspects and a more active and dynamic advocacy role. The latter function will include a remit to:
- 'Rural-Proof' service delivery to ensure partners take full account of rural challenges when planning service delivery⁹¹
 - Provide intelligence and local evidence to demonstrate the need for innovative approaches to rural service delivery challenges
 - Collate evidence and act as a hub for best practice and rural expertise
 - Lobby for recognition of rural challenges and for resources to help tackle the issues
 - Hold 'population accountability' for the desired outcomes of the Rural Strategy.
- 7.3 The East Riding of Yorkshire Rural Partnership is directly linked to the East Riding Local Strategic Partnership, via its membership of the LSP's Economy and Skills Action Group. This link will give the Rural Partnership, and its staff executive within East Riding of Yorkshire Council's Rural Policy and Partnerships Section, a substantive mechanism for reporting progress towards the Rural Strategy's desired outcomes. The Rural Strategy's Action Plan will include baselines against which the success of actions and interventions can be measured, and quantitative and qualitative indicators that will quantify achievement and demonstrate success in 'turning the curve'.
- 7.4 The Rural Partnership also has significant links to a range of other local partnerships which will be beneficial in respect of taking forward key measures in the Rural Strategy's Action Plan. These links are shown in Annex 2 (Table B). These links will play an important part in the development of an integrated focus and joint approach to the development and delivery of the Rural Strategy's Action Plan. It will also enable the Rural Partnership to take a leading role in assessing 'what works', linked to its key role as a forum for collating evidence of



good practice, sharing knowledge and acting as a hub for rural development expertise.

- 7.5 Links at sub-national level to the new Yorkshire Food, Farming and Rural Network, hosted by the Yorkshire Agricultural Society, will also be of considerable importance. This will help to ensure that successful local action linked to the delivery of the Rural Strategy is disseminated at both regional and national levels. Rural and Farming Networks have been set up across England by Defra to identify and feed back local concerns straight to the heart of Government, in order to make policies more ‘rural-friendly’. These networks bring together people from rural communities, rural businesses and the food and farming sector and make a direct link between rural areas and Government.
- 7.6 Local and regional links will enable the East Riding of Yorkshire Rural Partnership to act as a broker in the important task of identifying and securing the resources necessary to deliver the Rural Strategy’s Action Plan. Resource implications - both financial and human - will be given careful consideration in the Rural Strategy’s Action Plan. Resources required to deliver activities will be clearly specified in the Plan, together with an indication of their status in respect of their being secured, applied for or ‘in-kind’.

Governance Structures

- 7.7 The new Rural Strategy for the East Riding of Yorkshire is an ambitious document. As such, the delivery of its objectives will require the development of a range of practical actions taken forward through coordinated and effective strategic partnership working if success is to be achieved. This process needs to be robustly governed, steered and managed. East Riding of Yorkshire Council’s Rural Policy and Partnerships Section will take responsibility for the day-to-day development, management and monitoring of this process. The Team will also ensure that the requirements of the Equality Act are fully addressed⁹².
- 7.8 Progress will be reported to the East Riding of Yorkshire Rural Partnership to provide accountability both to the Partnership and the wider rural community. Work will also be ongoing to ensure alignment of the Rural Strategy’s Action Plan with the Action Plans of other key strategies - in particular the Economic Development and Cultural Strategies - and where possible reporting mechanisms will be streamlined.
- 7.9 Ensuring that no duplication of effort takes place is of critical importance and it is accepted that delivering local priorities in the current economic climate will be challenging. However East Riding of Yorkshire Council started planning early in 2009 and savings of over £18 million have been achieved over the last two years through the elimination of non-essential spend and cost-cutting. The Council’s initial phase of six business transformation projects aim to deliver £10 million of additional savings over a 3-year period approximately half of which has already been achieved. A second phase is aimed at saving a further £4 million. Savings realised through both these projects and other costs saving activities will be used to help ensure that frontline services are protected.



- 7.10 While these resource pressures present risks, they can also act more positively as a driver of innovation - stimulating the development of more cost-effective and transformative approaches to rural development and service delivery. This includes securing external funding for project development through joint-work with members of the Rural Partnership. These issues are addressed in the Risk Analysis undertaken as part of the development of the Rural Strategy (see Annex 3). A more comprehensive Risk Register will be developed as the Action Plan is taken forward.

Developing and Implementing the Rural Strategy's Action Plan

- 7.11 The East Riding of Yorkshire Rural Partnership will bring delivery partners and stakeholders together to deliver the Action Plan. Commitment to taking forward individual actions will be sought from a wide range of partners and firm timelines for action established. The Rural Strategy and Action Plan will be reviewed on an annual basis, and it is hoped that a low-cost annual rural conference or event can be convened, at which progress against key objectives will be reported.
- 7.12 The process of delivery is likely to require the creation of a number of sub-groups to steer projects and actions at the practical level. These will be convened as needed by the East Riding of Yorkshire Rural Partnership and supported by members of East Riding of Yorkshire Council's Rural Policy and Partnerships Section as appropriate. Where appropriate, sub-groups may be led by external partner organisations. They will be 'Task and Finish' and not 'Standing' Groups.
- 7.13 An Action Plan has been developed. This identifies practical actions designed to take forward delivery of the Rural Strategy's key objectives. Partners will work jointly to determine how these will be developed and achieved. Finalised actions will be SMART⁹³ and have the full support of stakeholders. They will be innovative and transformative but, above all, practical measures. A set of appropriate baselines and quantitative and qualitative indicators for monitoring the success of these actions will be developed and agreed with both the East Riding of Yorkshire Rural Partnership and the East Riding Local Strategic Partnership Board.
- 7.14 The Action Plan will also include detailed arrangements for monitoring and reporting activity and managing risk. Appropriate Project Management Plans will be developed for individual actions and lead responsibility allocated for their development, monitoring and reporting. A comprehensive risk register will be compiled and regularly reviewed by East Riding of Yorkshire Council's Rural Policy and Partnerships Section. This will include substantive actions to minimise risk as well as provisional actions to control or mitigate risks if they arise. The register will also establish robust risk ratings.





8 Conclusion

- 8.1 The East Riding of Yorkshire Rural Partnership is confident that, sixteen years on from its creation as a Unitary Authority, East Riding of Yorkshire Council continues to recognise the importance of rural issues to its community, and the significance of its rural economy and high-quality rural environment. Much of the area remains sparsely populated, and this continues to present members of the Rural Partnership and East Riding of Yorkshire Council with service delivery challenges. Both the Partnership and the Council continue to address these challenges, supported by the work of the Council's Rural Policy and Partnerships Section.
- 8.2 For the East Riding of Yorkshire Rural Partnership and East Riding of Yorkshire Council, this document marks and defines the starting point on an ambitious journey - the delivery of an integrated and coordinated programme of activity designed to support the development of sustainable rural communities in the East Riding of Yorkshire.
- 8.3 What will success look like? A *Rural East Riding* in which the vision and the desired outcomes set-out in this Rural Strategy have been achieved and can be maintained - a *Rural East Riding* where communities are -

Inclusive, active and enterprising - well connected to jobs and services, with a high quality environment, offering a good quality of life for all residents, and opportunities for participation in recreation, cultural activities and civic life.



9. The Action Plan

- 9.1 This Action Plan identifies the key actions necessary to deliver the Rural Strategy's twelve objectives. These objectives and actions have been further developed into a set of practical activities accompanied by a broad-brush timeline.
- 9.2 As work on the Action Plan is taken forward, potential delivery partners will come together to determine who will lead, or contribute to, the activities - and resources will be identified. It is intended that this document should be available to govern and steer the delivery process from February / March 2013. A detailed risk register will also be compiled.
- 9.3 It is anticipated that an annual review of progress against the Action Plan will be an important indicator of success in delivering the overall Rural Strategy.
- 9.4 The Action Plan is included at pages 65 to 67.



SUSTAINABLE RURAL COMMUNITIES

Objectives	Actions		Activities	Timeline
SC1 To identify and address rural disadvantage and deprivation.	To develop joint working and enhanced communication between partners to maximise the positive impact of public sector interventions to address rural disadvantage.	SC1.1	Research opportunities for a partnership approach that better integrates key responses (e.g. social care, transport provision, financial inclusion). Prepare an interdisciplinary report describing the research findings.	2013 -2014
		SC1.2	Introduce new tools for improved interdisciplinary working in delivering rural services (e.g. publish a guide or handbook for practitioners in the field).	2014
	To support measures to provide more affordable housing and address fuel poverty in rural areas.	SC1.3	Undertake work through a proposed Housing Sub-Group of ERYRP to identify opportunities for affordable housing development and interventions to increase energy efficiency / reduce fuel costs in housing stock.	Ongoing
	To develop a sub-strategy for Rural Access to Services, including Equitable Access Standards linked to the Local Plan Core Strategy.	SC1.4	Prepare a draft sub-strategy with assistance and input from the East Riding of Yorkshire Council's Forward Planning and Planning and Development Management Sections and seek approval for this from the Council.	2013
SC2 To help rural communities become more healthy, active and enterprising.	To help communities respond to the Localism Act, survey local assets, increase civic participation and develop sustainable projects that meet local needs.	SC2.1	Provide advice to rural communities wanting to identify, protect and develop appropriate uses for sustainable community assets and sign-post communities to East Riding of Yorkshire Council services dealing with community assets and council property that may become surplus to requirements.	Ongoing
		SC2.2	Provide a policy framework and direct support for rural communities developing or reviewing Parish or Neighbourhood Plans. Where feasible, provide advice and support for the development of projects identified as priorities in such Plans.	Ongoing
	To identify rural health inequalities and undertake work to develop practical actions to address the problems.	SC2.3	Undertake a desktop review of the available literature and evidence on this rural health inequalities and work with partners in the health sector to develop improved 'reach' into rural communities for a range of service provision and healthy-living initiatives.	2013 - 2015
	To ensure rural communities can maximise and integrate local funding opportunities.	SC2.4	Work with Community Energy Fund Panels to encourage them to adopt the outcomes of local consultations and Parish Plans as key priorities for funding. Work to ensure that rural communities are aware of other external funding pots.	Ongoing
SC3 To maintain and improve public and community transport networks.	To provide strategic business planning advice and expertise to the rural community transport sector, and improve access to community transport services for rural residents.	SC3.1	To provide a rural community transport advice line for residents unable to access key services, and seek to broker appropriate solutions to rural transport issues.	2013 - 2014
		SC3.2	Prepare a Community Transport Strategy for the East Riding of Yorkshire.	2013
		SC3.3	Develop a Parish Transport Toolkit to assist rural communities to take practical action to address local community transport issues and needs.	2013
SC4 To help rural communities develop community broadband projects.	To support work to stimulate demand for improved broadband in rural communities and encourage the development of community-led broadband projects in 'hard-to-reach' areas.	SC4.1	Work with partner agencies to encourage take-up of the local broadband demand registration survey, and support local community-led demand stimulation work.	2013
		SC4.2	To provide technical advice and assistance to rural communities developing or considering the development of community broadband projects.	Ongoing



THE RURAL ECONOMY

Objectives	Actions		Activities	Timeline
E1 To identify and address barriers to rural business growth.	To undertake consultation with rural SMEs and micro-businesses to identify local barriers to, and opportunities for, business growth.	E1.1	Run a series of events via rural business networks to establish the views of the local business community and collect relevant data to establish a baseline position.	2013
	To improve access to training and skills development in rural areas.	E1.2	Identify practical measures and cost effective local solutions to transport and access barriers to training and skills development.	2013 - 2015
		E1.3	Work with rural business networks to better assess workforce development needs and seek to broker skills development solutions based on sound evidence of need and demand.	2013 - 2015
E2 To encourage new economic development based on natural resources.	To support the development of the 'green economy' in the <i>Rural East Riding</i> .	E2.1	Research the opportunities for developing the green economy in the <i>Rural East Riding</i> , including the potential to expand further the renewable energy sector in appropriate contexts. Produce a supplementary report for East Riding of Yorkshire Council and ERYRP.	2013 - 2015
		E2.2	Form a Green Economy Sub-Group and work through this to establish the potential and highlight opportunities for land-based renewable energy generation and other economic development based on natural resources.	2013 - 2015
	To support the development of the sustainable rural tourism offer in the East Riding of Yorkshire.	E2.3	Undertake research to define more clearly the precise nature and composition of the market for 'sustainable rural tourism', including a better understanding of the target market, core product range and key 'added value' items.	2014
E3 To support the development of sustainable agriculture.	To assess the impacts of market, technical and policy changes on farming and the rural economy.	E3.1	To assess the impacts of market, technical and policy changes on farming and the rural economy.	Ongoing
	To prepare a sub-strategy on sustainable rural economic development for potential use as a material consideration in planning applications.	E3.2	Prepare a draft a sub-strategy with input / guidance from East Riding of Yorkshire Council's Forward Planning and Planning and Develop Management Sections and seek approval for this from the Council.	2013
E4 To support the development of rural business networks.	To continue the development of the market for locally produced food through facilitation of the East Riding Local Food Network.	E4.1	Support the development of the East Riding Local Food Network as a not-for-profit limited company.	2013 - 2014
		E4.2	Develop new markets for local food sectors through promotional activities e.g. Seafood Festivals etc.	Ongoing
		E4.3	Develop and further promote the 'EnJoY East Yorkshire' brand.	Ongoing
	To research the scope for business network development in the digital / creative industries.	E4.4	Undertake consultation with local businesses in the digital and creative sector to establish the potential for new rural business network development in this field.	2014
E5 To provide a policy framework for future rural development programmes.	To provide evidence and strategic focus for the development of new rural programmes under the emerging EU Common Strategic Framework.	E5.1	To provide evidence and strategic focus for the development of new rural programmes under the emerging EU Common Strategic Framework.	2013 - 2014



THE RURAL ENVIRONMENT

Objectives	Actions		Activities	Timeline
ENV1 To help secure and enhance a sustainable future for our high quality rural landscape and biodiversity.	Assess and respond to the potential impacts of Climate Change on the <i>Rural East Riding</i> .	ENV1.1	Support and encourage the development of small-scale actions and projects that enable rural communities to mitigate or adapt to the effects of Climate Change.	2013 - 2015
	To contribute to the work of the East Riding of Yorkshire Biodiversity Partnership and the delivery of the EYBAP.	ENV1.2	Develop joint actions with the Biodiversity Partnership in line with the ERYBAP.	2013 - 2015
	Assess the potential for the provision of ecosystem services as part of work to determine the scope for appropriate green economic development.	ENV1.3	Review national and regional research on ecosystem services and their valuation, and review / maintain awareness of current policy on this issue in relation to reform of the Common Agricultural Policy.	2013 - 2014
	To contribute to work to develop a Landscape Partnership for the Yorkshire Wolds and assess the potential for other landscape designations for the <i>Rural East Riding</i> .	ENV1.4	Participate in work to develop and consolidate a Landscape Partnership for the Yorkshire Wolds and provide input and assistance with future funding proposals as appropriate. Work with the ERYRP to assess the potential for landscape designations.	2013
ENV2 To deepen local understanding of, and participation in, environmental management activity.	To support the work of local partnerships dealing with the natural environment and deepen local understanding of and participation in environmental management activity.	ENV2.1	Work with the LNP to develop and communicate best practice for facilitating appropriate local engagement and participation in environmental management activity.	2013
		ENV2.2	Support the work of the East Riding and North Yorkshire Waterways Partnership and produce a supplementary paper on current and future water management issues in the East Riding.	2013 - 2015
		ENV2.3	Undertake work at a local community level to stimulate local engagement with environmental management activity.	2013 - 2015
		ENV2.4	Develop a comprehensive database of national examples of good practice in this work area, and disseminate this to key local partner agencies.	2013
ENV3 To facilitate work to ensure access to the countryside is available to all.	To facilitate the work of the Joint East Riding of Yorkshire and Kingston Upon Hull Local Access Forum.	ENV3.1	Deliver the secretariat for the Local Access Forum, including the facilitation of responses to consultation on Public Rights-of-Way issues. Produce annual reports.	Ongoing
	To contribute to local activities aimed at reconnecting people with nature.	ENV3.2	Work jointly with partners and colleagues facilitating the Hull & East Riding Local Nature Partnership to support and encourage the development of healthy living / wellbeing actions and projects that utilise access to nature and the countryside as an enabling tool.	2013 - 2015





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ANNEX 1: Progress Against Earlier Rural Strategies

A1.1 The development and implementation of the East Riding of Yorkshire Rural Strategy has brought benefits to rural communities through funding opportunities, joint-working, best practice exchange and improved service delivery, notably through partnership working. Successes include:

- Three major rural conferences of which two had ministerial-level input
- Conferences for rural businesses
- Seminars for the farming sector
- Discussion / scrutiny groups - addressing, for example, rural health provision and Local Area Agreements
- Rural Development / Rural Business Awards Scheme
- Foot and Mouth Local Action Group
- Local Food events and projects supporting local produce
- Local Produce Directory
- Local food mapping
- Support for the rural business sector through the LEADER+ COMBINE Project
- An improved community-transport network
- Parish-based identification of local housing need
- Pilot schemes for village shops, village pubs and village halls
- Single Regeneration Budget Programme in Withernsea and southern Holderness and Beverley / Driffield
- Market Town Initiatives in Hornsea, Market Weighton and Howden
- Revitalising the Riding - LEADER+ in the East Riding of Yorkshire
- Beacon Council Status for East Riding of Yorkshire Council under the theme of Supporting the Rural Economy
- Coast, Wolds, Wetlands & Waterways - LEADER 2007-13
- Humber Rural Delivery Pathfinder
- Community-based activity in Easington, Bempton / Flamborough, Pocklington, Snaith / Cowick, Aldbrough, Lissett / Wolds villages
- Work to highlight the importance of / support agriculture
- Rural-proofing activity
- Strong and distinctive rural voice in respect of consultation on plans, policy and programmes, lobbying and performance indicators

A1.2 The table overleaf details specific progress against the strategic aims of the 2005 Rural Strategy.



STRATEGIC AIMS	OBJECTIVES	ACHIEVEMENTS TO DATE
<p>Business Enterprise, Jobs and Wealth - to increase the rate of business births and growth in rural areas, helping all forms of enterprise to adapt in order to sustain and create jobs and wealth.</p>	<p>To help existing businesses, especially those in the food and drink business cluster, including agriculture, develop and adapt to new circumstances and market opportunities.</p> <p>To foster new entrepreneurship and new forms of enterprise with good survival and growth prospects to serve and create new growing markets.</p> <p>To focus most economic development and support services in the <i>Rural East Riding</i> in market towns as sustainable service centres for their hinterlands.</p>	<ul style="list-style-type: none"> • Introduced a local Rural Enterprise Advisory Service • Developed the East Riding of Yorkshire Local Food Network • Developed the Women in Rural Enterprise Network • Pioneered cycle tourism • Training programmes for independent retailers • Established the 'Enterprise Village' concept • Market Town Renaissance Partnerships • Supporting post office business owners facing closure of premises • Support for the developing energy crops / biomass sector
<p>Quality Services for Quality of Life - to provide access to a choice of housing, transport and quality modern services for people living in the <i>Rural East Riding</i>.</p>	<p>To support choice and affordability of homes that meet decent standards in sustainable locations.</p> <p>To maintain the current level of public transport provision and strengthen the connections between market towns and settlements in the rural hinterlands.</p> <p>To maintain a basic network of community services, with a strengthened role for market towns as accessible hubs for service provision.</p>	<ul style="list-style-type: none"> • Rural Housing Enabler • Community transport • Wheels-to-Work • Development Plan • Community buildings • Support and guidance for a number of community-led broadband proposals
<p>Countryside, Environment and Agriculture - to protect and enhance the value of the environment of the <i>Rural East Riding</i>, recognising the critically important role of a viable agricultural industry, whilst at the same time making it more accessible for the benefit of residents and visitors.</p>	<p>To maintain and enhance the biodiversity and natural features of the <i>Rural East Riding</i>.</p> <p>To maintain and enhance the settlement character of the <i>Rural East Riding</i>.</p> <p>To create the conditions that will help to sustain a viable agricultural industry which can continue to exercise good land management and environmental protection.</p> <p>To increase the managed use of leisure, recreation and tourism opportunities in the countryside, including a well-maintained Public Rights-of-Way Network.</p>	<ul style="list-style-type: none"> • East Riding Biodiversity Action Plan • Campaign for the Farmed Environment • Input from Rural Partnership into Development Plan • Published two reviews of the Importance of Agriculture and Land Management to the East Riding of Yorkshire • Local Access Forum • Support for the developing energy crops / biomass sector • Supplied training for farmers on the biomass and bio-fuel sectors • Rights-of-Way Improvement Plan • Local Access Forum • Responses to internal and external consultations (eg. Natural Environment White Paper, Coastal Path, East Riding Tourism Accommodation Review)
<p>Cross-cutting aim (on ways of working to deliver objectives) - to work in inclusive partnerships, which engage active local communities, reflect rights, roles and responsibilities and put the customer at the forefront.</p>	<p>Encourage and support the development of active citizenship, vibrant communities and quality local governance.</p> <p>Identify, influence and mobilise different forms of resources for investment in 'implementation'.</p> <p>Ensure rural proofing is demonstrably embedded in practice.</p> <p>Encourage innovation and creativity in service delivery that reaches out to and can be reached by people living in rural areas.</p>	<ul style="list-style-type: none"> • Community-led Parish Planning, Community Partnerships and Emergency Plans at the parish level • Training of parish councillors and community volunteers • Regular training events and annual conference for agricultural businesses at Bishop Burton College • LEADER+ Revitalising the Riding Programme • LEADER Coast, Wolds, Wetlands and Waterways Programme • Langed Rural Community Development Fund • Responses to internal and external consultations • Humber Rural Delivery Pathfinder



ANNEX 2: Links with Other Relevant Strategies and Policies (Table A)

STRATEGIC AIMS	OBJECTIVES
East Riding Local Strategic Partnership - Community Plan	The Rural Strategy will ensure that Community Plan ambitions can be delivered effectively in rural areas and in sparse rural communities. Progress will be reported via the LSP Economic and Environment Action Groups.
East Riding of Yorkshire Council - Local Plan	The Rural Partnership will explore the potential interface between neighbourhood and community-led planning. The Local Plan will be a key enabling mechanism for delivery of the Rural Strategy's ambitions.
East Riding of Yorkshire Council - Local Transport Plan 3 (2011-2026)	Actions will be linked to LTP3 objectives through liaison with the East Riding of Yorkshire Transport Partnership. Specifications to strengthen the community transport sector will link to the LTP3 Accessibility Strategy.
NHS and East Riding of Yorkshire Council - Joint Health Strategy	The Rural Partnership will engage with new structures for the commissioning and delivery of health services to ensure that they address rural health inequalities and develop innovative approaches to provision in sparse rural areas.
East Riding Local Strategic Partnership - Economic Development Strategy	The Rural Strategy will inform the revision of the Economic Development Strategy and will take an active role in the development of relevant sector growth / resilience plans. Intended to sit under the Economic Development Strategy, a Tourism Strategy is now under development and will have strong links to the Rural Strategy. Preparation is being led by VHEY. The local food offer and heritage and nature tourism will be of significant importance.
East Riding Biodiversity Partnership - Biodiversity Strategy and Action Plan	The Rural Partnership is a member of the Biodiversity Partnership, and will be a member of the Hull and East Riding Local Nature Partnership. The Rural Strategy's objectives relating to sustainable agriculture will support and enhance Biodiversity Strategy and Action Plan aims.
East Riding Cultural Partnership - Cultural Strategy (2011-2015)	Practical links include work to develop the local food sector and collaboration to encourage the promotion of cultural opportunities and arts, cultural and heritage assets in rural communities and maximise economic benefits of cultural activity.
East Riding of Yorkshire Council - Draft Housing Strategy / Sub-Strategies	Links will be developed to encourage the provision of affordable housing in rural areas and through work to tackle fuel poverty.
East Riding of Yorkshire Council - Climate Change Strategy	The Rural Strategy will develop positive actions to help rural communities mitigate or adapt to climate change and promote renewable energy installation / the Green Deal.
East Riding of Yorkshire Council - Voluntary and Community Sector Strategy	A range of project development work will be undertaken with key voluntary sector partners to map assets, build community capacity and respond to challenges and opportunities in the East Riding's rural communities.
East Riding of Yorkshire Council - Local Broadband Plan	The Rural Policy and Partnerships Section is a member of the Council's Broadband Project Team. The Section will lead on the provision of support for rural communities seeking to develop community broadband projects.
Humber Estuary Coastal Authorities Group - East Riding of Yorkshire Shoreline Management Plan 2	The Rural Policy and Partnerships Section will work with relevant council officers to promote rural community action and involvement with priority actions in coastal areas.
Positive about Life: East Riding of Yorkshire Strategy for Older People (2010-2015)	The Rural Strategy's Action Plan will develop a number of actions that will aim to improve outcomes for older people, in particular relating to access to services and rural health inequalities.



Annex 2 : Table A (continued)

OTHER RELEVANT STRATEGIES / POLICIES	RURAL STRATEGY LINKS
Living Well with Dementia: East Riding of Yorkshire Strategy for Dementia (2009-2014)	The Rural Strategy's Action Plan will develop a number of actions that will aim to improve outcomes for vulnerable people, in particular relating to access to services and rural health inequalities.
East Riding of Yorkshire Council Telecare Strategy 2010 (Draft)	The Rural Strategy's Action Plan will seek to develop innovative approaches to the delivery of healthcare in rural areas, in particular relating to access to services and rural health inequalities.
East Riding of Yorkshire and North Yorkshire Waterways Strategy (forthcoming 2012)	The Rural Strategy's Action Plan will align where appropriate with the emerging Waterways Strategy. Specific actions relating to countryside access, reconnecting people with nature and developing better local understanding of land drainage in the River Hull Valley will add significant value to the work of the Waterways Partnership.
East Yorkshire Child Poverty Needs Assessment and Strategy (forthcoming 2012)	The Rural Strategy's Action Plan will include measures to improve and widen access to community transport services, working closely with the Council's Children, Families and Adult Services Directorate.
East Riding Cultural Partnership - Cultural Strategy (2011-2015)	Practical links include work to develop the local food sector and collaboration to encourage the promotion of cultural opportunities and arts, cultural and heritage assets in rural communities and maximise economic benefits of cultural activity.



ANNEX 2: Links with Other Relevant Partnerships (Table B)

OTHER RELEVANT PARTNERSHIPS	RURAL PARTNERSHIP LINKS
East Riding Local Strategic Partnership	The Rural Partnership is linked to the Local Strategic Partnership via the LSP Economy and Environment Action Groups. Owing to the cross cutting nature of rural issues, the Rural Partnership will also work on areas of mutual interest with the Children's Trust Board, the Community Safety Partnership and the Health and Wellbeing Action Group.
East Riding Community Partnerships	The Rural Partnership is linked to Community Partnerships via existing areas of joint-working with partners (e.g. work on parish planning with Humber and Wolds Rural Community Council).
Market Town Renaissance Partnerships and other Community-Led Market Town Partnerships	The Rural Partnership is linked to Renaissance and other Market Town Partnerships by existing areas of joint-working (e.g. development of the local food sector).
Hull and East Riding Local Nature Partnership, the East Riding Biodiversity Partnership and the East Riding and North Yorkshire Waterways Partnership	The Rural Partnership is represented on the Local Nature Partnership Steering Group and is a member of the Biodiversity and Waterways Partnerships. The Rural Strategy's objectives relating to sustainable agriculture, local civic participation and access to the countryside are designed to support and enhance the aims of these Partnerships.
East Riding Cultural Partnership	The Rural Partnership is a member of the Cultural Partnership. It is anticipated that a number of the Rural Strategy's objectives (e.g. relating to development of business networks and supporting sustainable rural tourism) will support the aims of the Cultural Partnership.
East Riding Transport Partnership and Community Transport Network	The Rural Partnership is represented on the East Riding Transport Partnership and significant work to maintain local public transport networks and strengthen the community transport sector will be undertaken through the Rural Strategy's Action Plan.
East Riding Local Involvement Network (ER LINK) - March 2013 / in future Local Healthwatch	The Rural Partnership is a member of ER LINK. It is anticipated that a number of Rural Strategy's objectives relating to the delivery of rural services will support the work of ERLINK and the new Local Healthwatch when established.



ANNEX 3: Risk Analysis

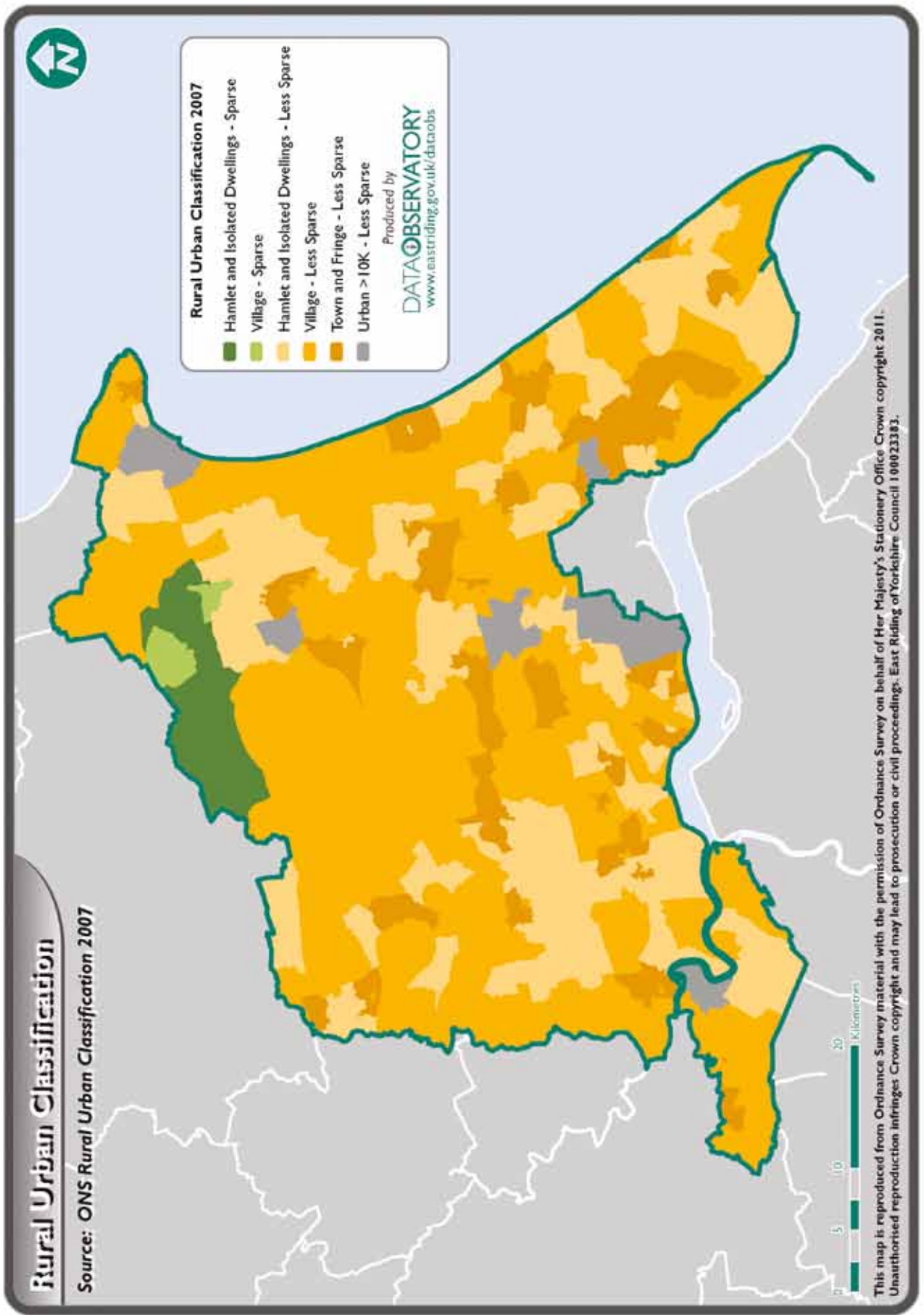
- A3.1 The East Riding of Yorkshire Rural Strategy has undergone all necessary and due processes relating to securing corporate approval for its production, full public consultation, and detailed internal scrutiny. This means that the publication and launch of the Rural Strategy carries only limited risks. However risks do exist in respect of ensuring that the Rural Strategy effectively fulfils its key ‘purpose’. This is outlined in Section 1 of the document. In particular careful work will need to be undertaken to ensure that the Rural Strategy can fulfil its key role in influencing the rural elements of other East Riding of Yorkshire Council strategies as they are developed in line with corporate priorities.
- A3.2 A further imperative is that the publication and launch of the Rural Strategy meets customer expectations, and that any conflicts of interest that might arise between stakeholders are minimised. Assumptions have been avoided in the document, and a determined effort has been made to back-up all statements with citations of source material and evidence. Careful attention has been given to close scrutiny and proofing of the publication draft to mitigate these aspects, and above all ensure that the document is fully ‘fit for purpose’. Similar careful attention was given to planning and organising the launch event, including ensuring invites for key partner agencies, stakeholders and those responding to the public consultation process.
- A3.3 Major risks relating to the publication and launch of the Rural Strategy relate to the process of taking forward the delivery of key objectives, actions and proposed activities. A detailed Risk Register will be constructed as an integral component of the finalised Action Plan for the Rural Strategy. Risks associated with the publication and launch of the Rural Strategy and actions to control them are detailed below.

RISK	CONTROL MEASURE
Rural Strategy will not have appropriate influence on other East Riding of Yorkshire Council strategies and policies.	Detailed consultation has taken place with key officers of East Riding of Yorkshire Council in order to finalise the publication draft.
Rural Strategy fails to influence the policies and delivery plans of partner agencies, and encourage them to effectively ‘rural-proof’ policy and service delivery.	Partner agencies have been actively involved in the process of constructing the Rural Strategy and fully consulted on pre-publication drafts. Steps will be taken to ensure partner agencies can contribute effectively to Action Plan development.
Rural Strategy fails to meet customer expectations. Launch event fails to have sufficient impact.	Major launch event with highly respected keynote speakers to ensure that the Rural Strategy is given proper weight. Additional local advocacy will be undertaken at rural community level.
Action Plan fails to deliver desired outcomes.	A detailed Risk Register with robust control measures will be constructed as an integral component of the finalised Action Plan for the Rural Strategy.

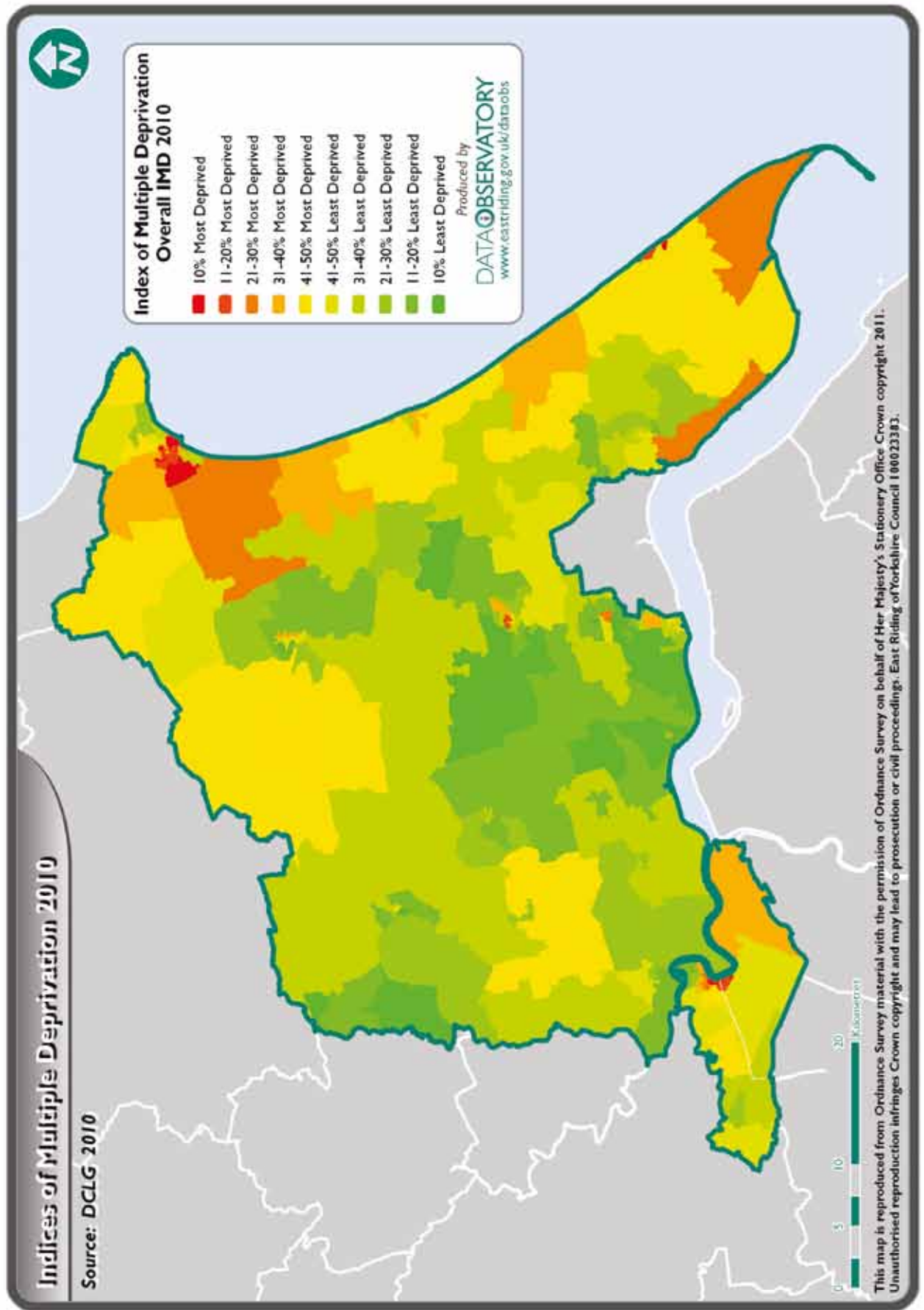


ANNEX 4: Data Maps

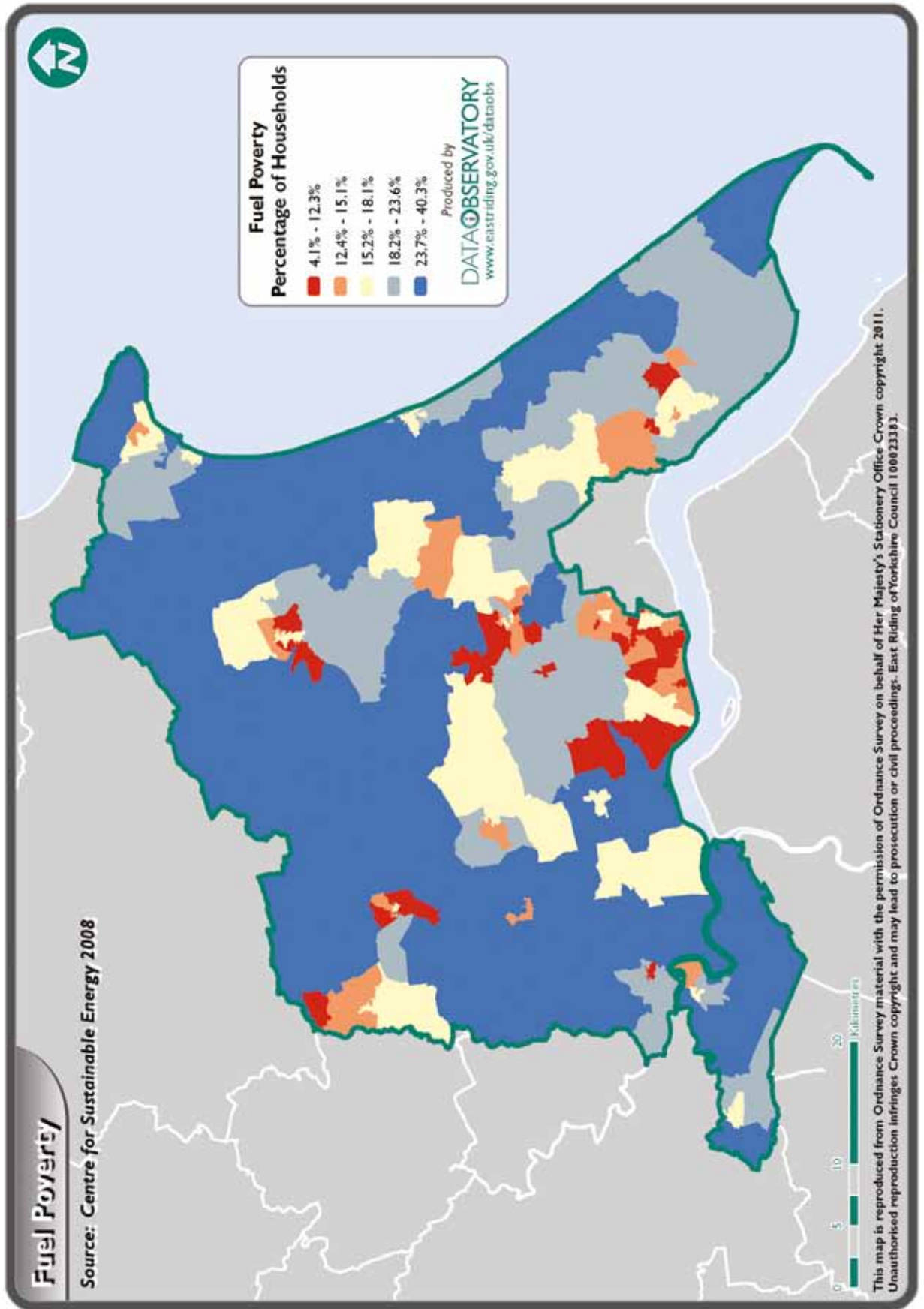
Data Map 1: Defra Rural Urban Classification 2007



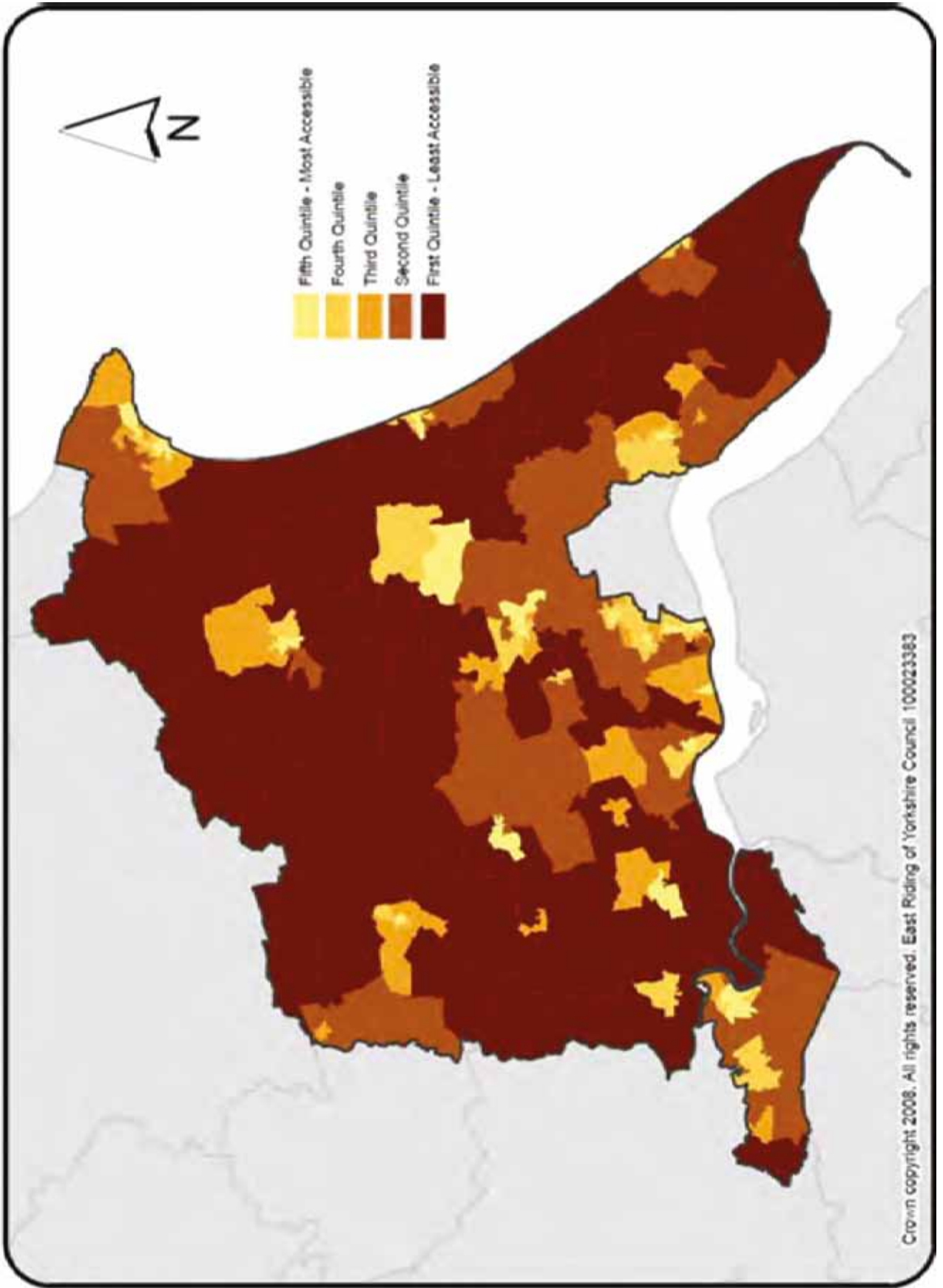
Data Map 2: Index of Multiple Deprivation 2010



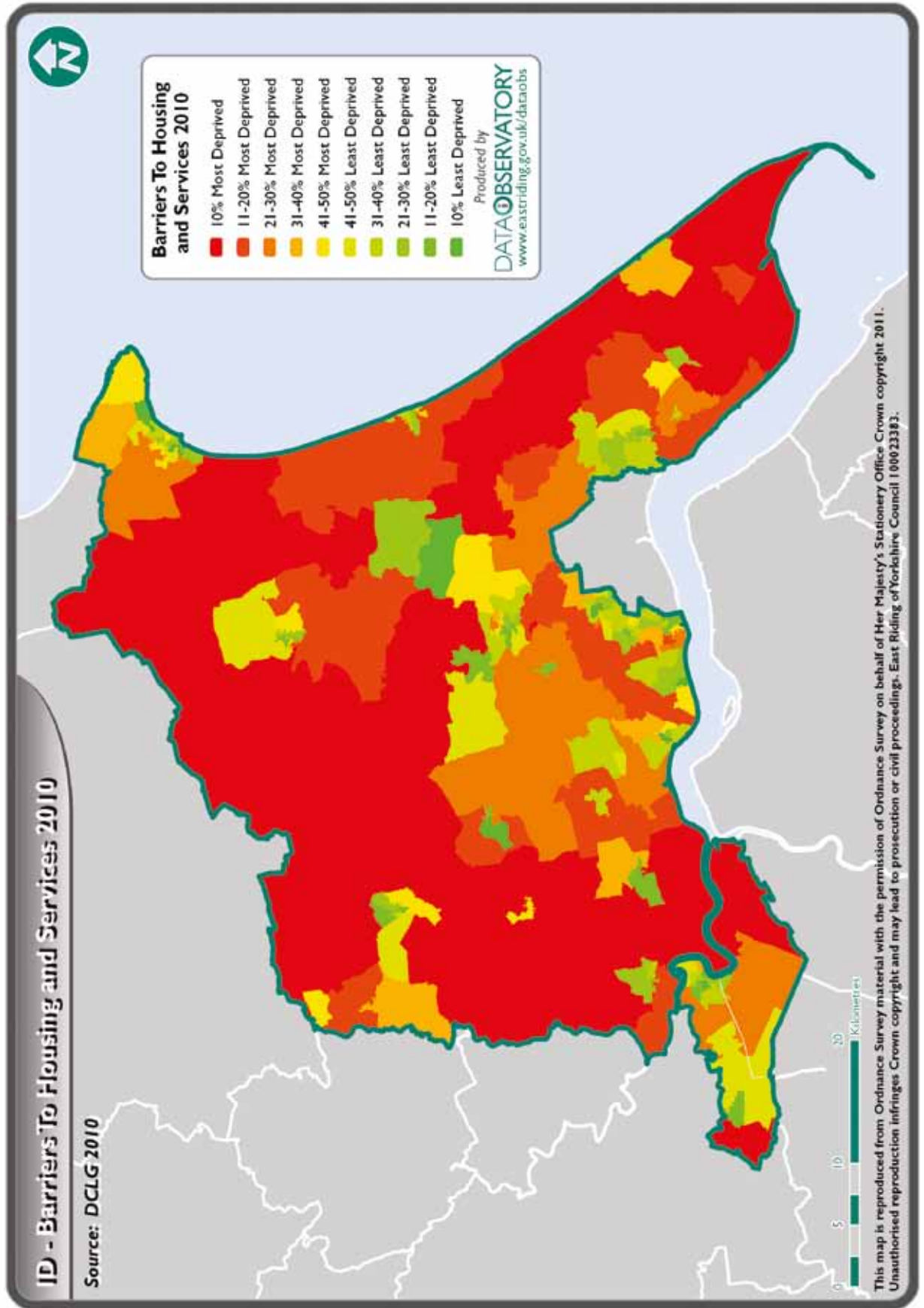
Data Map 3: Fuel Poverty in the East Riding of Yorkshire



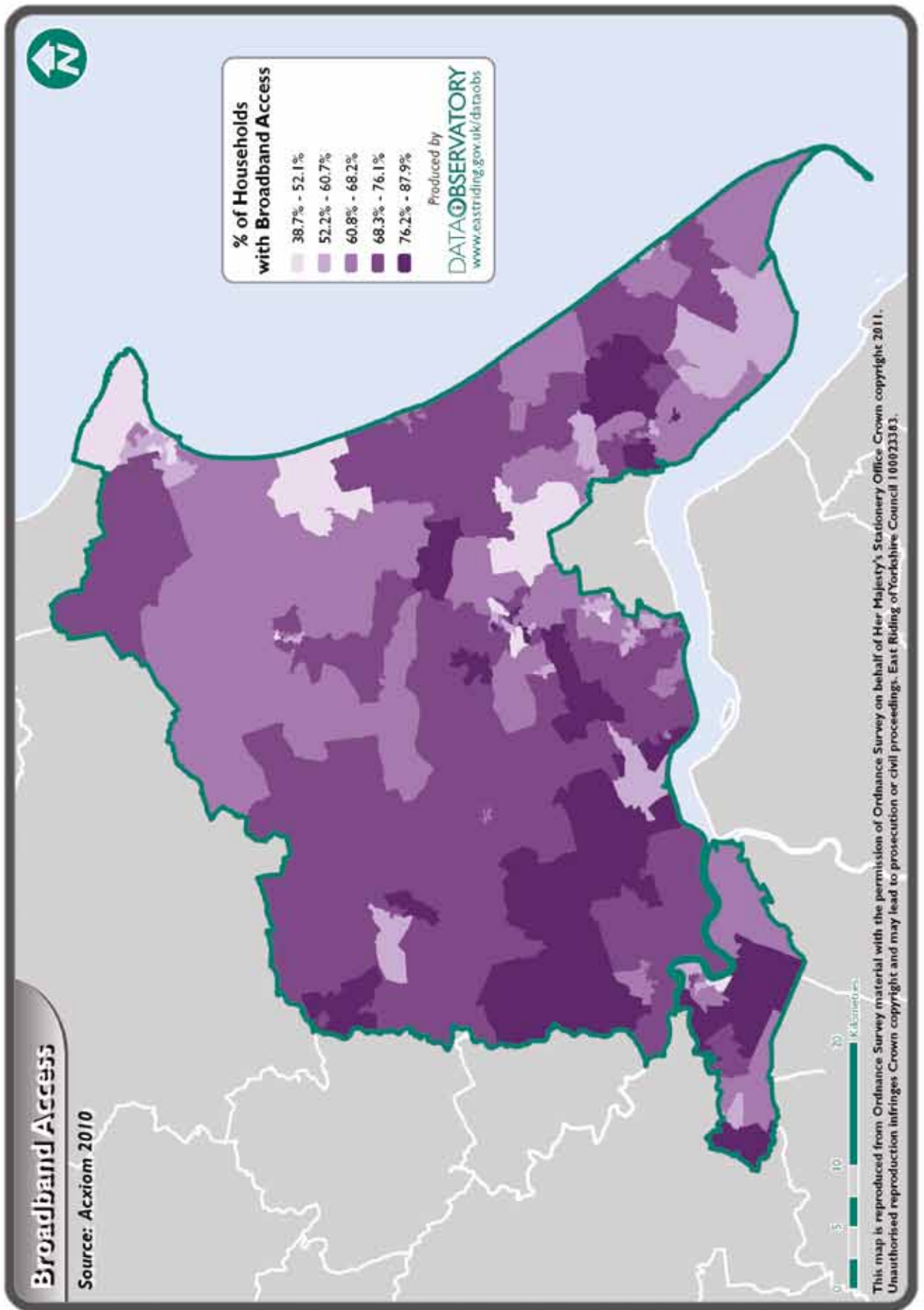
Data Map 4: Geographical Barriers to Access to Services



Data Map 5: Indices of Deprivation 2010 - Barriers to Housing and Services Domain



Data Map 6: Basic Broadband Access in the East Riding of Yorkshire



ANNEX 5: Notes and Glossary

¹ These include a rolling programme of new minibus provision funded through the Local Transport Plan, funding through the Rural Pathfinder to consolidate and ‘mainstream’ over a dozen ‘MiBUS’ Dial-a-Ride services, other external funding programmes such as Big Lottery and successful social enterprise development.

² The SMP2 contains policies for the management of the East Riding coast for the next 100 years. It was developed in partnership with Lincolnshire County Council, East Lindsey District Council, North East Lincolnshire Council, the Environment Agency, Natural England, English Heritage and the National Farmers Union and fully adopted by all partner authorities and signed off by the Environment Agency (EA) in June 2011.

³ Rather than providing compensation for the loss of land or property, the East Riding Coastal Change Pathfinder (ERCCP) project provided practical information, guidance and assistance for relocation and adaptation to those residents at greatest risk from coastal erosion. The ERCCP officially ended in March 2012 after engaging with over 100 households, businesses and community groups. Of those engaged, 35 households received some form of financial assistance with 16 assisted to relocate to a safer location. As agreed by Defra and the Council’s Cabinet, funds not spent during the ERCCP are now being delivered through the East Riding Coastal Change Fund, to provide continued assistance to those at the greatest risk from coastal erosion until the funding is exhausted.

⁴ Whilst Defra have not provided continuation funding at this time, work to secure a dedicated funding stream for coastal change adaptation for businesses and residents is ongoing.

⁵ LEADER is an EU funded rural development programme. For more information visit: www.ruralprogrammes.gov.uk

⁶ Areas of economic / geographic continuity generally based on analysis of travel-to-work areas and retail market catchments etc.

⁷ United Nations World Commission on Environment and Development (1987): Our Common Future (also known as the Brundtland Report).

⁸ In May 2012 the Dawlish Parish Neighbourhood Plan was the first to be assessed and then rejected by an independent examiner. The rejection was on the basis that the Plan was put together before the Local Plan/Core Strategy had been finalised by Teignbridge District Council. For this reason the examiner considered that the provision for housing growth specified in the Neighbourhood Plan could not be based on an objective assessment of housing requirements. The examiner found several other limitations including a ‘lack of soundness’ and a lack of Strategic Environmental Assessment/Sustainability Appraisal. This decision highlights the complexities involved for rural communities seeking to progress neighbourhood plans.

⁹ For instance see: Dr Jean Peters and Dr Rachel Jackson, May 2005, Section of Public Health, School of Health and Related Research, University of Sheffield and the Rural Evidence Research Centre (RERC): The Impact of Rurality on Health: Systematic Review. Is there health impact of rural compared with urban residence? What health-related interventions work for elderly populations living in rural areas? This review concludes that there are a number of reasons why the health of rural communities requires special research attention. These include the faster ageing of rural populations compared with urban areas, the geographic context of social exclusion in rural areas and its impact upon health, problems of access to health services in rural areas, and the potential impact of organisational change on the delivery of health and related services.

¹⁰ Local Government Futures: August 2011: The Cost of Delivering Services in Rural Areas. The research was undertaken in the context of the recent DCLG Local Government Resource Review. It follows on from research previously commissioned by SPARSE-Rural - “The Effects of Rurality on the Costs of Service Provision”, May 2006. This previous research considered rural delivery costs in a small number of rural authorities (Shropshire County Council, South Shropshire District Council and East Riding of Yorkshire Council - see table in para. 4.1).

¹¹For further information see: www.communities.gov.uk/publications/localgovernment/businessratestechnical

¹² Comments received on the Rural Strategy Consultation draft suggest that some incoming older residents may plan to move again to a more accessible location when necessary. However these intentions may not always be realised.



¹³ An increase in overall annual housing targets is proposed, and this will particularly impact on smaller settlements ('other villages and open countryside') where figures for new housing across the district could increase to allow for small scale developments, such as infill plots and barn conversions. This reflects existing planning permissions, development in cluster villages around larger settlements and an anticipated rise in development as a result of the removal of the local needs condition. The Local Plan links closely with the Council's Local Transport Plan 3, although when viewed from a public transport network perspective the proposed settlement network may need some further consideration.

¹⁴ The Lancashire Rural Delivery Pathfinder undertook significant work to establish Fair Rural Service Standards. Their report - *How fair is access to services for rural communities in the North West?* Rural Innovation and Community Futures (2007) - provides a useful starting point for local investigation into this issue.

¹⁵ Sir John Egan: The Egan Review: Skills for Sustainable Communities 2004.

¹⁶ Action for Communities in Rural England: Parish and Community Planning Toolkit.
www.acre.org.uk/our-work/community-led-planning

¹⁷ Levett-Therival Sustainability Consultants: Commission for Rural Communities: Thinkpiece on 'What are Sustainable Rural Communities?', October 2005.

¹⁸ East Riding Cultural Partnership, December 2007 – April 2008: 'Somewhere to Go, Something to Do': (cultural activities study): East Riding Cultural Partnership.

¹⁹ Commission for Rural Communities (2009): Rural Disadvantage.

²⁰ Some people define this as the basic structure of a society with all its customs and beliefs that make it work. Others take a more utilitarian view and consider it to refer to the composite demographics of a defined area, which consists of its ethnic composition, wealth, education level, employment rate and regional values.

²¹ Commission for Rural Communities: Rural Disadvantage (October 2006) and Rural Disadvantage - Priorities for Action (June 2006).

²² Milbourne P (2004) Rural Poverty, Routledge.

²³ New Policy Institute website (2005).

²⁴ Indicators of Poverty and Social Exclusion in Rural England (2009): A Report for the Commission for Rural Communities, Guy Palmer The Poverty Site www.poverty.org.uk.

²⁵ Involve Yorkshire & Humber/ACRE/RCAN/OCSI 2010: Rural Lifelines – How the Voluntary and Community Sector reaches out to the most disadvantaged residents in Yorkshire and the Humber.

²⁶ Action with Communities in Rural England, (2010): Evidencing Rural Needs: the Rural Share of Deprivation in Yorkshire and the Humber.

²⁷ OCSI (Oxford Consultants for Social Inclusion) *Evidencing Rural Needs* - data and reports provided courtesy of Humber and Wolds Rural Community Council.

²⁸ ERYC Rural Policy and Partnerships Section / CFAS and Humber & Wolds Rural Community Council (2011): Rural Personal Assistance Project.

²⁹ East Riding Of Yorkshire NHS and East Riding Of Yorkshire Council (2009): Living Well with Dementia: East Riding Of Yorkshire Strategy for Dementia 2009-2014.

³⁰ A key principle of the scheme is that the cost of recommended efficiency measures must not exceed the estimated savings on energy bills. All energy efficiency recommendations must be made by accredited advisers following a home energy assessment, and all installations will similarly be undertaken by accredited Green Deal installers. Energy companies will be required to subsidise the Green Deal scheme to ensure that the benefits are accessible to all homeowners. Further secondary legislation is expected in early 2012 to clarify the full details of Green Deal, following industry and public consultation.

³¹ Healthwatch will be a new consumer champion for both health and social care. The Health and Social Care Act 2012 sets out that local Healthwatch will be established in April 2013. Until then Local Involvement Networks (LINKs) will continue to operate. It is intended that local Healthwatch will be an independent organisation, able to employ its own



staff and volunteers, so that it can become an influential and effective voice of the public. For further information see <http://healthandcare.dh.gov.uk/what-is-healthwatch/>

³² Commission for Rural Communities (2006): Rural Crime Report: - an evaluation into approaches to rural crime issues, including a survey of parish and town councils to learn from their experience. The reports highlight examples of good practice.

³³ R. Smith, (June 2009): Investigating Rural Criminal Networks from a Policing Perspective: Paper prepared for a Symposium on the Informal Economy and Illegal Forms of Entrepreneurship in Rural Areas.

³⁴ Article in Rural Services Network 'rsnonline', 10th November 2011.

³⁵ When we refer to young people in this strategy, we include all young people aged 13-19 (and up to 25 for young people with learning difficulties and/or disabilities and young care leavers).

³⁶ The BUS IT mobile parenting advice project and the Driffield 'Twilight' extended schools transport network are two examples.

³⁷ LTP3 community transport funding builds on the funding already allocated through the Council's LTP2. To demonstrate the Council's commitment to improving accessibility across rural areas of the East Riding, the Council's Transport Policy Team agreed a challenging LAA target in 2007 for NI 175 covering the period 2008-2010. The target was to provide 185 new journey opportunities supplied by community transport, where previously no opportunity was available. LTP2 funds of £200,000 per year over the three-year period were allocated to community transport operators in order to work towards meeting this target, and this allowed the target to be exceeded, with 1,135 additional journey opportunities provided in 2009/10.

³⁸ Some smaller bus operators do not produce printed timetable information. East Riding of Yorkshire Council is no longer able to fund regular re-stocking of bus stop timetable cases where these exist. Timetables may also change quite frequently and this makes the provision of comprehensive up to date information both expensive and difficult. However the East Riding BUSCALL service is easily accessible by telephone. (The number is easy to remember (01482 222222) and the service will provide accurate, up to date information on all bus times, including multiple journey options with complex interchange. Larger Operators such as East Yorkshire Motor Services (EYMS) provide both web-based and printed timetable information for all their routes, and update these on a regular basis. The Council has a formal Bus Shelter Request procedure and assessment process which can be used by a parish council or member of the public to request improvements to and existing, or installation of a new, bus shelter. This includes shelters funded by the Council and also those funded locally (e.g. by parish councils or through local community grants etc).

³⁹ Passengers carried on the UK National Rail Network in the second quarter of 2011, at 322 million, were up 5.9% on the previous year. Between 2004-2006 the local Hull to Scarborough rail route recorded a 45% increase in passenger numbers on the same level of service (representing almost an additional 500,000 passengers per year).

⁴⁰ Bus Service Operators Grant (BSOG).

⁴¹ For instance 18 demand responsive community transport 'MiBUS' routes have been developed, and now form part of the Council's supported bus network, undertaking 11,519 passenger journeys in 2010/11. Goole GOFAR community transport project began operating with one vehicle in 2004, and undertook 1,200 passenger journeys. By 2011 the project operated a fleet of seven vehicles, and undertook 39,035 passenger journeys.

⁴² You can contact the Rural Team to ask for advice and assistance about unmet rural transport needs in the following ways: Face-to-face, through registering your request at one of East Riding of Yorkshire Council's Customer Service Centres. By telephone, through ringing the Council's Contact Centre (01482 393939) Online, by visiting the Council's website - go to: [www.eastriding.gov.uk/rural/rural services/rural community transport](http://www.eastriding.gov.uk/rural/rural%20services/rural%20community%20transport)

⁴³ Only 14.4% of residents had been actively involved in decisions that affected their local area in the past twelve months, while 30.5% agreed that they can influence local decisions. Nationally in 2010-11, 38% felt they could influence decisions in their local area, and 34% of people said that they had engaged in civic participation at least once in the twelve months prior to interview. This figure was unchanged on 2009-10 but lower than in any year before then (between 38% and 39%). (Citizenship Survey April - September 2011 England).



⁴⁴ Following a rewrite of the national Compact the East Riding Voluntary Sector Steering Group (VSSG) agreed that the East Riding Compact will be refreshed in line with the new national Compact. It is the aim of the VSSG Strategy that a draft refreshed East Riding Compact will be developed for relevant consultation.

⁴⁵ For example Newbald Primary School has opened a small shop in its reception area, selling 50 basic items including bread, milk, tea, coffee, sugar and healthy snacks. This initiative started following closure of the village shop in North Newbald in 2009 when it became unviable following the loss of its post office counter. The school's initiative has been welcomed not only by villagers but also by the Campaign to Protect Rural England and education leaders. Head-teacher Kath Carlisle came up with the idea of using part of the school's reception area for the sale of essential items for villagers, who are five miles away from the nearest town of Market Weighton.

⁴⁶ The proportion of the East Riding working population who are qualified to NVQ Level 2 is above regional and national averages. The percentage of the workforce educated to NVQ Level 3 is above regional and on a par with national averages. Results at NVQ Level 4 are 2% higher than the regional average but 1% below the national (England) average.

⁴⁷ East Riding Local Economic Assessment: East Riding of Yorkshire Council (2010) pp 83 - 90.

⁴⁸ East Riding Local Economic Assessment: East Riding of Yorkshire Council (2010) pp 101 - 102.

⁴⁹ There are currently two main types of mobile technology in the UK. Second generation (2G) networks provide voice calls, messaging and low speed data services. Third generation (3G) networks provide higher speed data services, and the take-up of mobile broadband 'dongles' and smart-phones has seen the use of mobile networks for data services increase notably in recent years.

⁵⁰ Source: Ofcom Infrastructure Report. The first Communications Infrastructure Report (1st November 2011) - Ofcom's consumer research (2011) showed that 27% of UK adults are now smart-phone users and 7% of homes rely solely on mobile broadband services.

⁵¹ This includes the M62/A63(T), M18 and A1033. The M62/A63(T) and A1033 are part of the Trans-European Network, and as such they carry a high proportion of heavy goods vehicles and are significant to the economic competitiveness of the area. Other major road links managed by the Council include the A164 (Beverley to Humber Bridge), the A1079 (Hull to York), the A614 (Goole to Bridlington) and the A165 (Hull to Bridlington).

⁵² These links will be identified in the Outline Action Plan in Annex 2 and further developed in the finalised Action Plan document. Examples include work to develop the creative industries, improve broadband services, develop public art and heritage strategies and produce an event management toolkit.

⁵³ The 'Somewhere to Go, Something to Do': (cultural activities study): East Riding Cultural Partnership, December 2007 - April 2008, found that key local barriers to participation in culture and the arts included lack of locally available information, the limited range of events/activities on offer, the quality of venues and lack of adequate public transport provision. All these issues are likely to be more challenging in rural contexts.

⁵⁴ Centre for Rural Economy, Newcastle University: Submission to the Government's Rural Growth Review, September 2011.

⁵⁵ Centre for Rural Economy, Newcastle University: Submission to the Government's Rural Growth Review, September 2011.

⁵⁶ 342,000 from 505,000 (firms with an annual turnover of £100,000 and employing less than 10 people).

⁵⁷ East Riding Local Economic Assessment (2011) (p61).

⁵⁸ UK Enterprise Survey Report 2011: ICAEW in association with SAP.

⁵⁹ Although the East Riding of Yorkshire has good levels of adult GCSE attainment and standard / higher level adult skills - performing above the English average - there are significant issues of access to skills training and further education for rural residents without access to private transport. Perhaps the most striking trend of education, skills and training deprivation is the coastal dimension. Areas along the coast from Flamborough to south Holderness display high levels of deprivation with particularly deep pockets evident in Withernsea and Bridlington. However overall the East Riding has a reasonably well-skilled workforce compared to the regional average. The proportion of the East Riding working population which is qualified up to NVQ Level 2 is above regional and national averages. The



percentage of the workforce educated to NVQ Level 3 remains above regional levels and is on a par for the national percentage. Results at NVQ Level 4 are 2% higher than the regional average although they fall 1% below the England mark.

⁶⁰ M. Raley, and A. Moxey, 2000: Rural Micro-businesses in North East England: Final Survey Results.

⁶¹ Growth Sectors in Rural England - Commission for Rural Communities, 2010.

⁶² East Riding of Yorkshire Local Strategic Partnership, : East Riding of Yorkshire Economic Development Strategy, Consultation Draft (2012).

⁶³ East Midlands Development Agency, July 2009: Working positively with rural estates: The scale and nature of rural estates and their contribution to the East Midlands.

⁶⁴ These are optional donations made usually for 20-25 years by companies as part of their corporate social responsibility programmes.

⁶⁵ For example Miscanthus and Short Rotation Coppice Willow.

⁶⁶ United Nations Environment Programme (2011): Towards a green economy.

⁶⁷ In terms of the contribution of renewables to the 'green economy' it is important to note that planning policy supports "appropriate" renewable energy projects where the benefits outweigh the negative costs - i.e. to amenity and landscape. The Rural Strategy will align with the emerging core strategy of the Local Plan in respect of its aspirations to support the renewable energy sector.

⁶⁸ See Helen Dunn (October 2011): Defra Evidence and Analysis Series, Paper 4: Payments for Ecosystem Services.

⁶⁹ Department for the Environment, Food and Rural Affairs (Defra); Farmer Intentions Survey (May 2012).

⁷⁰ East Riding contributes almost a quarter of Yorkshire and The Humber's agricultural GVA.

⁷¹ In England, a significant proportion of the current Common Agricultural Policy Pillar 2 budget is funded through modulation. Modulation is the transfer of a percentage of each farmer's direct area-based payment to the Pillar 2 budget. England uses a higher modulation rate (19%) than most EU countries (10%), or even the devolved administrations (11%-14%). Farming groups have felt this created unfair competition and have advocated either equal rates or no modulation at all. However, according to Defra, higher rates of modulation in England are needed to fund environmental stewardship schemes. Varying modulation rates across the EU makes the distribution of funding between Member States more complex and less objective, moreover the current system is not in the interests of fair competition for UK producers within the EU market. To avoid a substantial cut to agri-environment schemes, which would undermine the efforts already made, and enable English modulation rates to be brought in line with the rest of Europe, Defra will have to renegotiate a settlement on Pillar 2 that is commensurate with its ambitions.

⁷² GVA, and particularly GVA growth, is an important indicator of the overall health of a local economy. It is calculated by summing the incomes generated in the production process.

⁷³ NUTS (Nomenclature of Units for Territorial Statistics) created by the EU Office for Statistics.

⁷⁴ Massey, Barbara J. (2001) Small businesses in rural areas: Evidence of their role and success in North Yorkshire: Masters thesis, Durham University. This study investigates the role and success of small businesses in North Yorkshire, setting them firstly in context within the UK as a whole and the region, then in a more in depth analysis of the characteristics of a sample of small businesses (less than 10 employees) from the Harrogate and Ryedale Districts of North Yorkshire. The phenomenon of the growth in size and significance of the small business sector has been part of economic life in this country in recent decades, and is one of the possible pieces of evidence of a regional economic resurgence. The growing importance of small businesses, in terms of their numbers, is undoubtedly a feature of the new economic landscape of the 1980s and 1990s. Some traditional preconceptions are challenged, for instance, previous studies suggest that new firm foundations in rural areas are not stimulated by economic recession, as normally expected, and studies suggest the growing significance of embeddedness and networking, aspects which are not important to traditional economic theory. There was firm evidence of local embeddedness and informal networking, though little or no evidence of agency assistance and formal networking, such as membership of business associations.



Murdoch, Jonathan: (2000) *Networks - A new paradigm of rural development*. Dept of City and Regional Planning, University of Cardiff: Murdoch considers that networks may have particular utility in understanding diverse forms of rural development. He assesses whether networks provide a new paradigm of rural development, and argues that rural development strategies must take heed of both 'vertical' and 'horizontal' network forms and that rural policy should be recast in network terms.

⁷⁵ Scott Wilson Consultants (2008): The East Riding Tourism Accommodation Study 2008. This highlighted the quality of the public realm and the role of pubs/shops as source of employment.

⁷⁶ An excellent example of low-cost village parking provision for visitors has been developed by the RDPE LEADER Programme at Ashby-cum-Fenby in northern Lincolnshire - which could potentially be replicated on a wider-scale in the East Riding. Here, the new car-park is sympathetic to the surrounding environment and was constructed at a modest cost of £13,500.

⁷⁷ Natural England has embarked upon a ground breaking piece of work to update its National Character Area (NCA) profiles, to better integrate our environmental work and make it accessible at a local level. For the first time information is being pulled together across environmental disciplines and each profile seeks to condense thousands of pages of data (including ecosystem service data and analysis) to identify key opportunities and context for local decision making and action. Meanwhile, as a first step, national information (held by Natural England) has been collated for each NCA as key facts and data. These interim documents are intended to help support developing landscape scale projects and will be replaced by the full profiles, as they become available. www.naturalengland.org.uk/publications/nca/default.aspx

⁷⁸ Entry and Higher Level Environmental Stewardship Schemes replaced the earlier Countryside Stewardship model. Environmental Stewardship is an agri-environment scheme that provides funding to farmers and other land managers in England to deliver effective environmental management on your land. There are three elements to Environmental Stewardship: Entry Level Stewardship (ELS) provides a straightforward approach to supporting the good stewardship of the countryside. This is done through simple and effective land management that goes beyond the Single Payment Scheme requirement to maintain land in good agricultural and environmental condition. It is open to all farmers and landowners. Organic Entry Level Stewardship (OELS) is the organic strand of ELS. It is geared to organic and organic/conventional mixed farming systems and is open to all farmers not receiving Organic Farming Scheme aid. Uplands Entry Level Stewardship (Uplands ELS) was launched in February 2010 to support hill farmers with payments for environmental management. This strand of Environmental Stewardship succeeds the Hill Farm Allowance. It is open to all farmers with land in Severely Disadvantaged Areas, regardless of the size of the holding. Higher Level Stewardship (HLS) involves more complex types of management and agreements are tailored to local circumstances. HLS applications will be assessed against specific local targets and agreements will be offered where they meet these targets and represent good value for money.

⁷⁹ Defra sea level rise guidance (East of England and East Midlands - for the coastline south of Flamborough Head).

⁸⁰ Carbon footprint analyses are based on Commission for Rural Communities State of Countryside Reports which compare estimates of end user rural and urban CO2 emissions by sector. These are expressed in terms of annual tonnes per person.

⁸¹ Integrated Transport Planning Ltd (for Yorkshire and Humber Rural Transport Forum) May 2010: Yorkshire and Humber Regional Rural Car-Share Feasibility Study Final Report).

⁸² Cabinet Office June 2008 - The Pitt Review: Learning Lessons from the 2007 Floods.

⁸³ East Riding of Yorkshire Council (June 2008): East Riding Flood Review Panel Report.

⁸⁴ In the East Riding this means reducing the leaching of faecal organisms from livestock, nitrates from fertilisers, phosphates and sediment from soil erosion.

⁸⁵ Farms in selected hotspots are provided with training and incentives to protect watercourses.

⁸⁶ 90% of the East Riding of Yorkshire is now an NVZ. This designation controls the application of nitrate-containing fertilisers to protect groundwater stores.

⁸⁷ This controls surface or ground water abstraction by farmers (for irrigation, for example) and is managed through a system of licences.



⁸⁸ The development of a Coastal Change Management Area through the new East Riding Local Plan will further help to ensure that development is appropriate and sustainable within the coastal zone, based on the SMP2 and the Council's monitoring programme. This will recognise that the coastal zone is a sensitive and sometimes dangerous area but that some development is needed to sustain the area's economic and social prosperity.

⁸⁹ Natural England: Health and Natural Environments - an evidence based information pack (March 2012). Natural England wants more people to get out into the natural environment to have fun and get active and has produced the pack to help the health sector understand and recognise the health and wellbeing benefits derived from natural environments. The Agency presents evidence to show that being active outdoors makes people feel good, helps them to live longer and connects them to their local area. Evidence shows that getting out into the natural environment improves health and wellbeing, whether it's for a gentle walk or a more vigorous session taking part in practical conservation tasks.

⁹⁰ East Riding of Yorkshire Council acts as the lead facilitator for the Rural Partnership. Membership is drawn from the public, private and voluntary and community sectors. The ERYRP will actively seek to extend representation from the key public, private, voluntary and community sectors within its locality which, by working together, can achieve the Rural Strategy. A list of Partners will be updated annually and will form an annex in the annual review of the Delivery Plan.

⁹¹ Defra has now published an updated version of the CRC's Rural Proofing Toolkit (2009). This provides updated guidance material which will be applicable at all levels of Government. Defra will target the Toolkit at national-level policy-makers, not least because the Government has no formal locus in requiring local level public sector organisations to rural proof their own policies and services. However, Defra knows that many local level service design and delivery practitioners do take account of their rural responsibilities in designing and delivering their services. In consultation with our stakeholders we have identified an evidence gap concerning the underlying principles of good practice and exemplars of good practice at a local level. The potential for piloting the Toolkit at local level in the East Riding of Yorkshire is being explored.

⁹² Specific, Measureable, Achievable, Realistic and Time-bound.

⁹³ The Equality Act (2012) requires the promotion of racial equality and undertaking of activities such as ethnic monitoring and equality impact assessments.



Glossary

ACRE	Action with Communities in Rural England
CRC	Commission for Rural Communities
CPRE	Campaign for The Protection Of Rural England
CWWW	Coast Wolds Wetlands and Waterways LEADER Programme
Defra	Department for Environment, Food and Rural Affairs
DCLG	Department for Communities and Local Government
DWP	Department for Work and Pensions
EA	Environment Agency
EAFRD	European Agricultural Fund for Rural Development
ERCCP	East Riding Coastal Change Pathfinder
ERYRP	East Riding of Yorkshire Rural Partnership
EYBAP	East Yorkshire Biodiversity Action Plan
FE	Further Education
FLAG	Fisheries Local Action Group
GVA	Gross Value Added
HECAG	Humber Estuary Coastal Authorities Group
LEPs	Local Enterprise Partnerships
LNPs	Local Nature Partnerships
LSP	Local Strategic Partnership
LTP3	Local Transport Plan 3
NIA	Nature Improvement Areas
NFU	National Farmers' Union
NPPF	National Planning Policy Framework
Nuts3	Nomenclature of Units For Territorial Statistics
ONS	Office for National Statistics
RDPE	Rural Development Programme for England
SMP2	Shoreline Management Plan 2
YNYERLEP	York, North Yorkshire and East Riding Local Enterprise Partnership

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