The Yorkshire and The Humber Rural Framework
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In response to the Haskins Review of Rural Delivery and the Government’s Rural Strategy 2004, Defra asked each English region to develop a Rural Framework to address the inefficiencies of current governance and delivery structures and make best use of the available rural resources.

The Yorkshire and The Humber Rural Framework seeks to achieve this through its 10 Rural Priorities based on a sound evidence base; making sure their funding and support structures are working together to meet the overall vision of a vibrant and sustainable future for rural Yorkshire and The Humber.

Partners and stakeholders have a key role to play in making sure the 10 Rural Priorities are delivered through improved ways of working. A comprehensive ‘Agenda for Action’ sets out how partners would like to see better delivery of the Rural Priorities. Their role in partnerships and groups is critical to ensure that local expertise is used to direct resources to areas of greatest need or deliver maximum benefit.

Revised rural governance arrangements are being developed to ensure increased levels of rural influence, simplification of process and a greater voice in decision making for our stakeholders and customers. Strengthened sub-regional rural partnership arrangements will provide the basis on which devolved decision making can occur, aligning new and existing funding streams and programmes in order to avoid duplication and overlap and maximise their impact.

Progress will be measured through a Rural Observatory which will track the performance of the Rural Framework using the Rural Evidence Base, information gathered on ways of working and customer feedback from revised governance arrangements. Concordats with sub-regional partners will agree how local targets will deliver against national and regional priorities.
1.1 In response to the Lord Haskins *Rural Delivery Review* and following publication of the Government’s *Rural Strategy 2004*, the Department for the Environment, Food and Rural Affairs (Defra) asked each English region to develop arrangements to prioritise and co-ordinate activity, funding and delivery to rural communities. This would result in a plan setting out the priorities for action to ensure these are targeted where needed at local level across the region, thus securing sustainable development outcomes.

1.2 The Yorkshire and The Humber Rural Framework (YHRF) identifies and articulates the region’s Rural Priorities based on sound rural evidence. It sets out how these priorities need to be addressed throughout the region to respond to local needs, how delivery and funds must be customer-focused and how the priorities are directed by key strategies.

1.3 There are no funds directly attached to the Framework, nor is it a strategy. Its scope of interest (the Rural Priorities) extends beyond any single organisation (and related funding), e.g. the *Regional Economic Strategy* or the *Bio-Diversity Action Plan*. Rather, the job of the YHRF is to articulate clearly the performance, challenge and opportunities facing the rural areas of Yorkshire and The Humber.
Based on this understanding, it then sets out what stakeholders would like to see achieved during the next few years, and provides a plan for delivering that ‘Vision’.

1.4 The overall aim of the YHRF is to direct action that addresses the inefficiencies of current governance and delivery structures, ensuring the region makes the best use of available resources.

In doing this the YHRF will seek to achieve:

- more effective targeting of resources and devolved responsibility for decision-making to tackle rural disadvantage.
- better alignment and co-ordination of socio-economic, community and environmental activity and funding to create more simplified and effective delivery of services.
- a better understanding of the impact of all public sector spending in rural areas (e.g. education, infrastructure etc.) to maximise impact through co-ordination of activity.
- clear, well defined and accountable roles for delivery that are understood by stakeholders, customers and central government.
- clear and demonstrable evidence of how local delivery on the ground helps deliver national and regional priorities.
- reductions in administration and delivery costs as a proportion of investment.
- improvement in customer satisfaction.
- improvement in meeting environmental and sustainable development targets.
- continuity planning for ongoing management or exit strategies that are financially and operationally sustainable.
- clarity about what will stop, including areas of overlap, duplication, non-core activities and boards/groups not on the critical delivery path.

1.5 This plan represents the initial steps of a process of change that will run for many years to come. Continuous improvement is an important factor throughout all of this activity and those in charge of the YHRF’s implementation will also be responsible for ensuring that its necessary evolution has the full involvement and support of all concerned. A list of all the supporting organisations can be found in Annex 1.

1.6 Figure 1.A illustrates the ‘Sphere of Influence’ in which the YHRF activity will operate. It represents both the upwards and outwards influencing and downwards delivery-tasking necessary to achieve the aims listed above.
Figure 1.A: Yorkshire and The Humber Rural Framework ‘Sphere of Influence’

NATIONAL POLICY, INVESTMENT PRIORITIES AND OUTCOMES

REGIONAL SPATIAL STRATEGY
Thematic Strategies; Housing, Cultural etc
Regional Sustainable Development Framework
Regional Economic Strategy
Regional Environmental Enhancement Strategy
Regional Forestry Strategy
Sustainable Food and Farming Action Plan
Regional Strategic Transport Framework
Regional Action Plans: LSC, EA, NE, EH etc

RESOURCES
Housing Corporation/Regional Housing Fund
LA and Mainstream Service Budgets
European Structural & Development Funds
Yorkshire Forward
LSC and LEA Budgets
Central Govt Department Funding
ERDP Programme Funds

LOCAL DELIVERY
LOCAL AUTHORITIES, ATPs
HEALTH AUTHORITIES AND PCTs
LEADER + LOCAL ACTION GROUPS
SR ECONOMIC PARTNERSHIP – SRIP
DEFRA RURAL SOCIAL AND COMMUNITY PROGRAMME
RURAL TRANSPORT FORUM
LSC AND LEAs

DELIVERY TASKING
LOCAL ACTION PLANS: LSC, EA, NE, EH, ATP etc
LAAs
LSPs
COMMUNITY STRATEGIES
RSCP BUSINESS PLANS
LAS’ CORPORATE PLANS

Y&H RURAL FRAMEWORK PRIORITIES – RURAL BOARD, RURAL AFFAIRS FORUM & RURAL PRACTITIONERS STEERING GROUP

Y&H RURAL FRAMEWORK PRIORITIES – SCOPE OF LOCAL DELIVERY AGGREGATION

Y&H RURAL FRAMEWORK – LOCAL DELIVERY AND OUTCOMES
2 Towards a vibrant and sustainable future for rural Yorkshire and The Humber – The region’s 10 Rural Priorities

2.1 In many ways, Modernising Rural Delivery is about bringing people and organisations together in order to focus their activity on a common set of objectives. The Yorkshire and The Humber Rural Framework (YHRF) is a well-timed opportunity to set out those issues and challenges considered most important to the future vitality of the rural areas of Yorkshire and The Humber, and to direct and influence actions across the region, and beyond, in order to address them.

2.2 This process has been undertaken by a wide range of people across the region. Organisations, agencies and businesses involved in the whole spectrum of rural delivery were asked to assess the new evidence base and to consider existing and emerging strategies; having done so, they used their combined experience to determine and then develop thinking around key Rural Priorities for Yorkshire and The Humber. The result of this activity was the 10 Rural Priorities listed in Table 2.A. These are the cornerstones of the YHRF and provide the focus for all the activity undertaken through this plan.

2.3 Work on a holistic evidence base began in 2004 which led to the publication of A Rural Evidence Base for Yorkshire and The Humber 2005. In support of the YHRF in 2006, a companion Supporting Evidence document has been produced which summarises the evidence relating to each of the 10 Rural Priorities. This Supporting Evidence document is an updated snapshot of the 2005 report and Government Office for Yorkshire and The Humber (GOYH) are planning to update the full evidence base later this year (2006).

2.4 The 10 Rural Priorities should not be considered as individual elements or strands, but rather as a ‘rope’ in which the 10 strands are woven together to create a whole; their overwhelming objective being to deliver against a Vision of ‘a vibrant and sustainable future for rural Yorkshire and The Humber’.

This should mean that rural Yorkshire and The Humber, and the communities within it, remains a place where all those who live, work, play and visit can thrive while maintaining and enhancing the natural environment.

2.5 As set out in Chapter 1, the fundamental objective of the YHRF is to address the inefficiencies of current structures (governance and delivery), so ensuring that the region makes best use of available resources. As such, the YHRF seeks to improve the inherent sustainability of rural delivery structures and operations across the region, and to ensure that actions taken by a wide range of agencies and organisations working towards national, regional and local objectives are consistent with the key principles of sustainable development, and maintain an appropriate balance between environmental, social and economic objectives.

2.6 The 10 Rural Priorities emphasise the regional aspirations which in turn, relate to national objectives. The Rural Priorities also relate to the policy priorities of the Government’s Rural Strategy 2004 (Economic and social regeneration,
Social justice for all and Enhancing the value of our countryside, and some instances (i.e. a ‘functional landscape’) can be considered as cutting across all three elements. The 10 Rural Priorities also address Defra’s key ‘corporate objectives’ defined within its Public Service Agreement with HM Treasury. Activities developed through the YHRF will contribute towards outcomes sought at local, regional and national level by a range of current strategies and action plans.

Table 2.A: Yorkshire and The Humber Rural Framework 10 Rural Priorities and their links to the Rural Strategy 2004

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<tr>
<th>10 Rural Priorities</th>
<th>Rural Strategy 2004 Policy Priorities</th>
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<tr>
<td></td>
<td>Economic and social regeneration</td>
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<tr>
<td>1. Rural business development – encourage enterprise and innovation within new and established rural businesses, and provide a co-ordinated support infrastructure that helps them adapt to change.</td>
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<td>2. Employment, education and skills training – develop and encourage participation in quality learning opportunities, and support rural businesses in workforce development.</td>
<td>★</td>
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<td>3. Market towns – support market towns as hubs for the rural economy and as service centres, providing locally based employment opportunities.</td>
<td>★</td>
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<td>4. Sustainable tourism – develop, manage and promote rural Yorkshire and The Humber as a high-quality ‘sustainable tourism’ destination.</td>
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<tr>
<td>5. Access to services – ensure that rural communities are characterised by high levels of inclusion and equitable access to quality services that recognise demographic trends.</td>
<td>★</td>
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<tr>
<td>6. Rural transport – understand and addresses transport needs in rural areas through private, public and voluntary sector provision, to promote rural regeneration and tackle social exclusion.</td>
<td>★</td>
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<tr>
<td>7. Rural housing – understand and address housing needs in rural areas, recognising and tackling issues of fuel poverty.</td>
<td>★</td>
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<tr>
<td>8. Rural communities – promote social cohesion, and encourage and support the engagement of rural communities and the active roles that they can play.</td>
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<tr>
<td>9. The natural environment – conserve and enhance the region’s rural biodiversity, its distinctiveness, and the quality of its natural and built environment</td>
<td>★</td>
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<tr>
<td>10. Promote a ‘functional landscape’ - where development draws on and sustains the natural, cultural and built heritage of the region’s rural areas.</td>
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Key: ★ direct link ★★★ indirect link
3 An ‘Agenda for Action’ – Ensuring the Rural Priorities deliver sustainable outcomes

3.1 It is essential that the 10 Rural Priorities work together to deliver sustainable outcomes in rural Yorkshire and The Humber. It is therefore necessary to recognise the potential opportunities and tensions that may be experienced when planning delivery. Achieving sustainable rural areas will ultimately depend on how the priorities are interpreted and implemented at the sub-regional and local levels and how specific actions take into account wider issues and concerns.

3.2 The Sustainability Appraisals undertaken on both the YHRF and the Regional Spatial Strategy have highlighted possible key issues in the planning for the delivery of services to the rural parts of the region. As sub-regional and local actions are developed under the YHRF, consideration should be given in terms of resource allocation, programme design and project approval. Annex 2 gives a more detailed breakdown of each rural priority and highlights the opportunities, linkages and tensions that need to be considered.

3.3 A copy of the full YHRF Sustainability Appraisal is available on request.

3.4 Partner-led groups have developed a set of high-level delivery objectives and potential actions against each of the 10 Rural Priorities. Also identified are proposed lead delivery agents and key stakeholder partners. They demonstrate how these actions, identified at regional level, support each regional Rural Priority and the overall Vision. Investment and activity in line with this regional Agenda for Action will deliver the Vision, and therefore contribute towards addressing national and regional priorities.

3.5 The Agenda for Action identifies outcomes and related actions that, in the view of the groups, are necessary to deliver against the intent of the 10 Rural Priorities at both regional and local level. As part of this process, groups concluded that specific measurable outcomes and targets should be set at local as opposed to regional level. Only in this way can sufficient account be taken of the regional diversity (in geography, economic performance, social and cultural conditions and infrastructure), and evidence-based priorities be set.

3.6 This Agenda for Action has been amalgamated into a single, large compendium of partner-led activity and is available in Annex 3.
Sustainability Appraisal: key rural issues

Yorkshire and The Humber Rural Framework

There are key sustainability issues that need to be considered when developing and implementing the YHRF. Although these issues may at first appear to be beyond the scope of the Framework, the interrelated nature of social, economic and environment issues should be acknowledged and addressed.

- A changing population: rural areas are experiencing changes in population demographics with trends towards more in-migration of families and outflow of young people. The direct implications of this are:
  - meeting needs and protecting quality of life.
  - promoting more sustainable modes of transport.
  - reducing the outflow of young people.
  - meeting acute affordable housing needs as a result of rapid population growth.
- Protecting environmental values (including landscape and natural resources) while populations increase.
- Developing a range of employment opportunities and services/facilities to reduce the need to commute.
- Encouraging hubs with a broad range of employment and community opportunities within rural communities.
- Enhancing service provision in the more remote parts of the region.
- Linking environmental assets to economic diversification in a way that protects the asset base.
- The need for a better understanding of the needs of rural communities.
- Recognising the range of issues across rural areas – including specific issues important to areas such as the rural coalfields.

Regional Spatial Strategy

The recently completed Sustainability Appraisal of the Yorkshire and Humber Plan (the Regional Spatial Strategy) also highlighted key sustainability issues for the region that are affecting rural areas. It is worth mentioning these and taking account of the implications when developing and implementing the YHRF.

- Social inequalities – Yorkshire and The Humber is the third most deprived region in the country (out of eight). The Appraisal highlighted small pockets of deprivation as being a particular problem in rural areas, where they are often masked by surrounding affluence.
- Increased traffic and congestion, and a corresponding fall in the use of public transport. This reflects increasing dispersal between places where people work, live and shop. There are implications regarding accessibility for those without private transport.
- Climate change – reducing emissions of greenhouse gases and adapting to climate change. Transport remains a particular challenge for rural areas. There is also potential to contribute to a reduction of greenhouse gases through the production of energy from renewable sources, such as biofuels and wind.
- Protection of biodiversity – rural areas have a significant role to play.
- Rural landscapes – protecting and enhancing the unique sense of place and character of the region’s settlements and rural areas. Particular challenges for rural landscapes are:
  - coastal erosion and estuarial flooding.
  - inland flooding and flood management.
  - siting of renewable energy and waste management facilities.
  - restoration of coalfields, quarries and contaminated land.
3.7 Due to the way in which this information has been compiled, it is clear that there is some variation across the use of outcomes, actions and targets. These will be considered and reviewed once the Agenda for Action is taken forward. Sub-regional deliverers will have a role to play in this. While specific timescales have yet to be prescribed in the Agenda for Action, many of the tasks are either underway or in some cases already completed. It is envisaged that all of the tasks identified will have been addressed, in part or in full, by April 2007.

3.8 To support the taking forward of the Agenda for Action it is proposed that the Rural Practitioners Group (see Chapter 5) will hold a series of workshops based on each priority as a way of making sure proposals are taken forward by regional and sub-regional partners. A timetable for this will be published shortly.

3.9 Another task of the Rural Practitioners Group will be to continue with the development of a compendium where funding and programmes are mapped against the 10 Rural Priorities. This will also complement the taking forward of the Agenda for Action.
4 Aggregating rural delivery – Empowering sub-regional partnerships

4.1 In the YHRF, ‘aggregation’, in the context of rural delivery, is defined as:

‘A process that brings together those organisations with an interest in, or responsibility to, deliver the region’s Rural Priorities; to jointly prioritise, target and implement across the region. A process where these organisations pool (virtually or physically) and/or align their effort, resources and time in accordance with the principles of Modernising Rural Delivery, in order to achieve best value from delivery, maximum customer focus and so secure additional net returns for each contributing organisation (“additionality”).’

4.2 In the Yorkshire and The Humber region we already have in place such a model of aggregation for economic development, known as Investment Planning. While overseen by Yorkshire Forward, it is very much a partner-involved process that belongs to the region and operates through four sub-regional economic partnerships each of which produces sub-regional investment plans that deliver against the Regional Economic Strategy (RES). Rural input into this process is currently varied across the sub-regions, with some good practice but also some inefficiency.

4.3 There is much potential for building on current sub-regional rural partnership arrangements, as evidenced by the very positive response to sub-regional aggregation during the consultation. The intention is to develop further the aggregation concept allowing sub-regional rural partnerships to act as rural advocates within the economic-focused Investment Planning process and beyond. The introduction of new programmes with greater regional flexibility will enable sub-regional partnerships to play a stronger role in decision-making and the commissioning of delivery programmes.

4.4 To take the lead from the Humber Rural Delivery Pathfinder (see case study), rural aggregation mechanisms should not limit themselves to RES delivery; indeed, in terms of delivering against the 10 Rural Priorities and Vision, it is desirable that they seek to aggregate activity beyond delivery of economic regeneration.

4.5 Progress has already been made in putting these principles into practice, such as the rural partnership arrangements providing a mechanism to join up Defra’s Rural Social and Community Programme (RSCP) and Yorkshire Forward’s new socio-economic responsibility. Future opportunities lie ahead in relation to the delivery of the Rural Development Programme for England (RDPE), in particular the Socio-Economic Funding Transfer (SEFT) responsibilities of Yorkshire Forward, the Leader approach and the likelihood of some flexibility in Natural England and Forestry Commission funding and programmes.

4.6 The focus is also on what practical steps are needed to make partnership-working even better and how other organisations can support this process through the pooling or aligning of resources to help deliver against all the Rural Priorities. Having set the headline objectives and Framework, it will be the job of partners in the sub-regions to:
4.7 Other sub-regional rural partnership arrangements are already well established in West Yorkshire, with Rural Target Fund and Structural Fund arrangements used as the basis for establishing partnerships in North Yorkshire (using LAA support mechanisms) and South Yorkshire. Activity is in place to support these arrangements as they develop further.

4.8 The relationship between the roles of sub-regional rural partnership arrangements and the regional rural governance mechanisms will be clarified and formalised through the development of concordat-type agreements. These will outline how rural partnerships function, not necessarily what they achieve (this will largely be driven by specific organisational responsibilities and funding provision).

4.9 As part of the agreements, there will be measures to help rural partnerships improve their capacity, such as the carrying out of ‘Partnership Healthchecks’. Regional governance mechanisms will also co-ordinate partnership development, seeking a consistent approach to how partnerships function, and developing mechanisms for sharing good practice in partnership working across the region.

4.10 The concordat will also be an opportunity for the partnerships to define the specific sub-regional aspects of the 10 headline YHRF priorities that they will work to address.

Case study: The Humber Rural Delivery Pathfinder

The Humber Rural Delivery Pathfinder covers the unitary council areas of the East Riding of Yorkshire, North Lincolnshire and North East Lincolnshire, and is an example of the sort of good practice we would like to spread across the region. East Riding of Yorkshire Council provides overall leadership through the Humber Rural Delivery Pathfinder Board.

The Pathfinder Board’s main initial focus was to oversee the strategic management of the Pathfinder programme (including the proposed delivery trials), ensure strategic fit with other relevant programmes and partnerships, as well as to ensure that activity is effectively monitored, measured and reported. However, the decision of the Regional Development Agency (Yorkshire Forward) and the Sub-Regional Strategic Partnership (the Humber Forum) to align rural socio-economic investment with the Pathfinder initiative through the Investment Planning process means that the Pathfinder Board can develop a much more proactive role in prioritising rural development on a sub-regional basis, giving it a potential role beyond the initial scope of the Pathfinder initiative.

The Humber Rural Delivery Pathfinder Board commissions all rural delivery contained in the Humber Economic Development Investment Plan (HEDIP) and ‘aggregates’ all socio-economic delivery (i.e. it delivers the RES and is funded by Yorkshire Forward’s single pot).

While the Pathfinder has established links into the Investment Planning process, enabling it to deliver socio-economic activity, its remit also extends to include social and environmental issues. This involves aligning a range of funding sources to deliver social and environmental activity. Straddling the three pillars of sustainable development (economic, social and environment) in this manner also gives the Pathfinder the opportunity to coordinate the various strands and ensure that delivery on the ground achieves sustainable outcomes.

- Establish sub-regional rural priorities (by considering the sub-regional components of the 10 Rural Priorities as informed by the evidence base), particularly for those which the partnership will be commissioning delivery.
- Outline how these sub-regional priorities will be delivered by developing an action plan (informed by the Agenda for Action and sustainability opportunities and threats) which includes a set of specific and measurable outcomes (and targets).
- Outline how the resources and efforts of the relevant organisations will be harnessed to deliver them.
5.1 We have reviewed the region’s existing rural governance arrangements to ensure they are fit for purpose to implement the YHRF. In doing so, we have sought to build on the strengths of existing arrangements while also addressing their inherent weaknesses, duplication and overlap.

5.2 Engagement with the ongoing review of regional governance structures has been essential to ensure that the rural agenda plays a key part in these new regional arrangements and to allow greater integration and co-ordination with core regional activities.

5.3 New regional structures will establish a Regional Executive Board, under the leadership of the Yorkshire and Humber Assembly, which will act as the key co-ordinating body for the region. To allow the rural agenda to play a key role in this co-ordinating body, it is proposed that there will be a new rural representative on the Regional Executive Board, who will be a local authority leader nominated by Local Government Yorkshire and Humber.

5.4 With effect from April 2006, partners will have a reduction in the number of committees overseeing rural matters in the region. The three broad rural groupings (with supporting sub-regional rural partnership arrangements and a Rural Observatory) are shown in Figure 5.A.

Figure 5.A: Governance of rural affairs in Yorkshire and The Humber
5.5 The purpose of the **Rural Affairs Forum (RAF)** is to ensure that the rural customer has an influence on rural policy-making and delivery. This group will consist of a wide and representative range of rural people, communities and businesses and will represent the region’s rural interests to the Rural Board and Rural Practitioners Group; it will be chaired by an independent representative. The YHRAF will be supported by a smaller management body (the RAF Steering Group). The Steering Group's role will be to develop and take forward the detailed work of the YHRAF, securing links with other areas of the governance structure. The YHRAF will provide the customer/stakeholder ‘checks and balances’ input into all decision-making, as well as having identified areas of expertise to comment on more specific proposals.

5.6 The purpose of the **Rural Board** is to provide the strategic direction to the development and the implementation of rural policy in Yorkshire and The Humber, acting as the ‘rural champion’ across the regional agenda. This group will ensure that all rural activity is co-ordinated, securing greater coherence between rural policies, other regional strategies and delivery plans within Advancing Together, overseeing development and implementation of the YHRF. It will seek to identify rural funding sources available to the region; encourage alignment of these funds at sub-regional and local level; and ensure that, where possible, pooling of funding against common objectives will add value. The Rural Board will have overall responsibility for the YHRAF’s implementation, monitoring and performance. A proposed initial meeting of a ‘shadow’ Board will be chaired by the Regional Director of GOYH. Further discussions will then take place with the Yorkshire and Humber Assembly to ensure that the Rural Board plays an active role in new proposed regional governance structures, as described in section 5.3.

5.7 The purpose of the **Rural Practitioners Group** is to bring together into a cohesive forum, those responsible for managing and delivering publicly funded services and investment in the rural areas of Yorkshire and The Humber. This group’s role is to facilitate implementation of the YHRF by co-ordinating improved rural delivery; supporting partners in the development of evidence-based rural outcomes, targets and measures and providing the Rural Board with expert advice, monitoring and evaluation to assist them in their strategic role. It will ensure that well-defined and accountable roles for rural delivery are understood and that there is better co-ordination of public sector monies coming into rural Yorkshire and The Humber. The Rural Director of Government Office for Yorkshire and The Humber will chair this group.

5.8 The purpose of the **Rural Observatory** is to lead on the development and promotion of a regional rural evidence base. This group will provide expert advice to the key rural groups and other partners on major issues and trends. It will work closely with Yorkshire Futures (the Regional Observatory) to ensure rural evidence is influencing regional monitoring and data collection. It will also act as a repository for all relevant rural projects and research commissioned by partners.

5.9 There is much potential to build on current sub-regional partnership arrangements, to further develop aggregation. Sub-regional partnerships and groups will provide local-level representation to the Rural Board, YHRAF and the Rural Practitioners Group. The make-up of the sub-regional partnerships will vary across the region but this will enable them to be fit for purpose. Over time these partnerships will provide the rural expertise in their sub-region.

5.10 Secretariat to these regional groups will be co-ordinated by Government Office for Yorkshire and The Humber. This will help ensure that effective lines of communication operate between the groups and that arrangements can be made to react quickly to specific issues or opportunities.
5.11 Annex 4 describes the rural governance structures in greater detail, including proposed terms of reference and membership. The proposed rural governance structures have been presented to all the key groups and partners that will be affected by these changes.

5.12 Members of both the Rural Board and Rural Practitioners Group will be invited to sign up to a concordat-type agreement that sets out ways of working to ensure partners work together to implement the YHRF.
6 Impact assessment – Measuring the implementation of the Yorkshire and The Humber Rural Framework

6.1 The Rural Board has overall responsibility for implementing the YHRF, as well as for monitoring performance and progress. The YHRF impact assessment will be measured in the following ways.

6.2 Modernising Rural Delivery has instigated a sea-change in national, regional and local thinking about the way rural programmes and services are delivered. Organisational, programme and funding re-organisation will ultimately lead to a more customer-focused, targeted approach, avoiding duplication and overlap and devolving decision-making. These ‘ways of working’ will become the benchmark against which we will measure success throughout all aspects of implementation. Those responsible for making a difference will be invited to sign up to a concordat-type agreement which will set out how this will be monitored, as described in section 4.8 and 5.12.

6.3 The 10 Rural Priorities will have more specific targets and outcomes, but these must be determined at the local level. Details about targeting, priorities and outputs are a matter for local partners although, clearly, local actions should contribute towards regional and national targets (Public Service Agreements and regional outcomes in Advancing Together) where relevant. Monitoring at this level will take the form of a concordat-type agreement with sub-regional and local delivery arrangements to include locally specific outcomes and reporting. Rather than invent anything new, it will seek to build on existing business planning and reporting arrangements already in place, e.g. Defra Rural and Social Community Programme and Yorkshire Forward socio-economic funding. The Agenda for Action sets out how partners would like to see the 10 Rural Priorities delivered.

6.4 Customer perception and feedback will be regularly sought via the YHRAF and regional data from the Commission for Rural Communities’ Rural Insights survey.

6.5 An annual report on progress, which makes reference to but does not duplicate existing reporting arrangements, will be prepared by Rural Observatory on behalf of the Rural Board and presented to the Rural Affairs Forum as well as Defra. This will incorporate all elements of the three ways of impact assessment listed above and will contribute to wider Progress in the Regions reporting when relevant.

6.6 The impact assessment as described is shown in the context of linking local delivery with national and regional priorities in Figure 6.A.
Figure 6.A: Yorkshire and The Humber Rural Framework – Impact assessment

NATIONAL AND REGIONAL PRIORITIES

Defra and OGDs
PSA targets

Progress in the Region
Regional Strategies

YORKSHIRE AND HUMBER RURAL FRAMEWORK

‘A vibrant and sustainable future for rural Yorkshire and The Humber’

Rural Observatory
Annual Reporting

Rural governance structures:
RAF customer feedback
Rural Board influence
Rural Practitioners Group delivery improvements

YHRF aims and ways of working
Agenda for Action
Rural Evidence Base

LOCAL IMPLEMENTATION

Sub-regional and local targets set through concordat agreements with rural partnerships

Rural business development
Employment, education and skills
Market towns
Sustainable tourism
Access to services
Rural transport
Rural housing
Engaging communities
Natural environment
Functional landscape

‘A vibrant and sustainable future for rural Yorkshire and The Humber’
The Yorkshire and The Humber Rural Framework Steering Group, with the support of the Yorkshire and The Humber Rural Affairs Forum, regional partners and stakeholders, have worked together to develop the YHRF. We are grateful for the continued support of all the organisations and partnerships listed below.

Organisations involved in the development of the YHRF

| Bradford Metropolitan District Council | North York Moors National Park Authority |
| Calderdale Metropolitan Borough Council | North Yorkshire County Council |
| Campaign to Protect Rural England | Regional Environment Forum |
| Commission for Rural Communities | Richmondshire District Council |
| Country Land and Business Association | Ryedale District Council |
| Countryside Agency | Scarborough Borough Council |
| Craven District Council | Selby Communities and District Industrial Mission |
| Defra – Rural Development Service | Selby District Council |
| Doncaster Metropolitan Borough Council | West Yorkshire Rural Partnership |
| East Riding of Yorkshire Council | York and North Yorkshire Learning and Skills Council |
| English Heritage | Yorkshire and Humber Assembly |
| English Nature | Yorkshire and Humber Chambers of Commerce |
| Environment Agency | Yorkshire and The Humber Regional Forum |
| Forestry Commission | Yorkshire Dales National Park Authority |
| Government Office for Yorkshire and The Humber | Yorkshire Forward |
| Hambleton District Council | Yorkshire Historic Environment Forum |
| Harrogate Borough Council | Yorkshire Local Councils Association |
| Humber and Wolds Rural Community Council | Yorkshire Parish Councils |
| Humber Rural Pathfinder Board | Yorkshire Rural Community Council |
| National Farmers Union | Yorkshire Tourist Board |
| National Trust | |
## Annex 2 Rural Priorities – Sustainability opportunities and tensions

<table>
<thead>
<tr>
<th>Rural Priority</th>
<th>Sustainability opportunities and tensions</th>
</tr>
</thead>
</table>
| **1. Rural business development** – encourage enterprise and innovation within new and established rural businesses, and provide a co-ordinated support infrastructure that helps them to adapt to change. | • Consider how economic growth will link or impact on other objectives – particularly transport (access and modes), the location and demand for housing, accessible services and facilities, and a functional landscape.  
• Consider how existing sectors are supported and diversification is encouraged in order to create lasting benefits.  
• Take into account how electronic infrastructure might be better incorporated.  
• Consider how economic and residential development will impact on resource use and consumption, focusing on regional efforts to reduce consumption and emissions. |
| **2. Employment, education and skills training** – develop and encourage participation in quality learning opportunities, and support rural businesses in workforce development. | • Consideration for people’s quality of life and active communities as these are likely to have a positive influence on education and training.  
• Is there a need to consider specific skills and employments sectors as priorities? |
| **3. Market towns** – support market towns as hubs for rural economy and as service centres, providing locally based employment opportunities. | • Consider market towns as hubs of activity that are likely to result in more compact development and will need help to be sustained as economic growth centres and new employers. Increased dependency on these centres may potentially disadvantage the more remote areas.  
• When considering new transport infrastructure and location of new development, sustainable modes (such as public transport, cycling and walking) should be explored with a view to providing wider access for those without vehicles and reducing the reliance on private vehicles. |
| **4. Sustainable tourism** – develop, manage and promote rural Yorkshire and The Humber as a high-quality ‘sustainable tourism’ destination. | • Consider how wasteful competition can be avoided if rural areas are to function as sustainable tourism destinations as well as centres for economic growth.  
• Consider how sustainable modes of transport and accessibility issues can be linked or supported by a sustainable tourism industry. |
| **5. Access to services** – ensure that rural communities are characterised by high levels of inclusion and equitable access to quality services that recognise demographic trends. | • Accessibility needs to encompass all modes, both physical and virtual; it is not just about transport but about linking services to people.  
• Consider community safety and recognise that low crime rates are important factors in attracting people to rural areas. |
| **6. Rural transport** – understand and address transport needs in rural areas through private, public and voluntary sector provision, to promote rural regeneration and tackle social exclusion. | • Need to be mindful when providing equitable services as this may conflict with the dependence on private transport in remote areas.  
• Need to prioritise more sustainable modes of transport where possible to increase accessibility.  
• Need to encourage measures to reduce resource consumption and minimise pollution and emissions. |
| **7. Rural housing** – understand and address housing need in rural areas, recognising and tackling issues of fuel poverty. | • Need to consider the quality and mix of housing as well as affordability. Location of development should also be considered in relation to employment and transport infrastructure.  
• Consider the effects on biodiversity and the natural environment. Measures to reduce resource consumption and minimise pollution and emissions should also be considered.  
• Likely to increase pollution levels; need to consider the dependency on private transport and infrastructure. |
| **8. Rural communities** – promote social cohesion, encourage and support the engagement of rural communities and the active roles that they can play. | • Linkages to health and health services recognise that more active and inclusive communities and an enhanced environment are all important in maintaining good health.  
• While active communities are encouraged as part of the strengthened and sustainable rural communities, links with economic performance and support should also be made.  
• Particular emphasis should be placed on meeting the needs of local rural communities. |
| **9. The natural environment** – conserve and enhance the region’s rural biodiversity, its distinctiveness, and the quality of its natural and built environment. | • Consideration needs to reflect on the impact of increased economic performance on the demands placed on local infrastructures, e.g., housing and transport. |
| **10. Promote a “functional landscape”** – where development draws on and sustains the natural, cultural and built heritage of the region’s rural areas. | • Consideration needs to be given to minimising resources, in particular water. Economic and residential development will have an impact on resource use and consumption and measures to reduce resource consumption and minimise pollution should be recognised. |
## Economic and social regeneration

**Priority 1: Rural business development – encourage enterprise and innovation within new and established rural businesses, and provide a co-ordinated support infrastructure that helps them adapt to change**

<table>
<thead>
<tr>
<th>Regional Outcomes</th>
<th>Regional Actions</th>
<th>Regional Target/Success Indicators</th>
<th>Lead Body/Bodies and Partners</th>
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</table>
| **A** | A clear and common understanding of the economic function and performance of the region’s rural areas that will identify:  
- Business stock by area, sector and profile  
- Where Gross Value Added (GVA) is delivered  
- Which sectors/areas have best potential to deliver improved GVA  
- Key sectors, clusters, supply chains for both the sustainability and improved performance of the region’s rural areas  
- Key barriers to sustainability or improved GVA (i.e. skills, premises, infrastructure etc)  
A regionally driven research project setting out the basis of, and focus for, public investment in rural business support  
Progress against Defra Public Sector Agreement (PSA4)  
Productivity and Y&H Regional Economic Strategy (RES) objectives  
Yorkshire Futures, GOYH Rural Affairs Team, Yorkshire Forward (YF) and Business Links  
Sub-regional economic partnerships (rural strand) | |
| **B** | A regional Tasking Framework for business support in rural areas that will provide:  
- A common methodology for needs and skills assessment and subsequent intervention  
- Targeting criteria  
- Intelligence gathering process  
Development and implementation of an evidence based (building on Action 1A) regional level Tasking Framework for publicly-funded rural business support  
Progress against Defra PSA4  
Productivity and Y&H RES objectives  
YF, Business Links, Learning & Skills Council (LSC)  
Sub-regional Economic Partnerships (rural strand) | |
| **C** | Provide an integrated business support network to meet the needs of rural businesses  
Build upon and extend the principles of Better Deal for Business model to cover more support providers operating in rural areas  
To be determined within Tasking Framework – support delivery of regional objectives  
YF, Business Links, LSC, and Sub-regional Rural Partnerships | |
| **D** | Improved customer awareness of, and access to, integrated business support services  
Build on Local Access Points and channels through local Chambers of Trade and other business associations and support organisation to provide entry points to the support network  
To be determined within Tasking Framework – support delivery of regional objectives  
YF, Business Links, LSC, Sub-regional Rural Partnerships and local delivery agents/partners | |
| **E** | A common portfolio of flexible support intervention demonstrated to add value to key sectors in the rural economy available across the region  
Apply the methodology and criteria defined from regional actions across publicly-funded support for rural businesses across the region, allowing for local context and distinctiveness  
To be determined within Tasking Framework – support delivery of regional objectives  
YF, Business Links, LSC, Sub-regional Rural Partnerships and local delivery agents/partners | |
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| **F** Efficient delivery of rural business support – management savings directed to frontline services | Effective promotion and delivery of rural business support services:  
  • Improving use of “one to many” or Level 1 services  
  • Aggregating numbers for “one to few” delivery routes to keep costs down  
  • Accepting that some higher costs are a fundamental part of rural business support | To be determined within Tasking Framework – support delivery of regional objectives | Sub-regional Rural Partnerships and local delivery agents/partners |
| **G** A clear understanding of the principle of the rural premium                |                                                                                  |                                                                                                   |                                                                  |
| **H** Increased interest in enterprise in rural areas                            | Promotional message to encourage:  
  • More entrepreneurs to move to or set up in rural areas  
  • More people starting businesses  
  • More enterprising behaviour with in the workforce  
  • Cross over of enterprise into voluntary, community and public sectors  
  • Development of an enterprising culture through links with education  
  • An awareness of social enterprise and its role to deliver social needs through a business approach | To be determined within Tasking Framework – support delivery of regional objectives | Sub-regional Rural Partnerships and local delivery agents/partners |

**Priority 2: Employment, education and skills training – develop and encourage participation in quality learning opportunities, and support rural businesses in workforce development**

| **A** Segment “rural” audiences and communities | Identify:  
  • Businesses (including community enterprises) by size, sector, sub-sectors, aspirations for growth  
  • Individuals by age, qualification level, employment aspirations  
  • Take-up of learning by individuals and businesses  
  • Access to services and facilities  
  • Location in terms of typologies of rural areas | Target market model specific to rural areas, identifying groups with most need and most opportunity | Yorkshire Futures, group members |
| **B** Identify needs and gaps in provision | Analyse:  
  • By generic skill needs  
  • By sector and sub-sector specific skills  
  • Levels 2/3 | Action plan to remove duplication and fill gaps | Sector Skills Councils (SSCs), group members |
| **C** Infrastructure development | Investigate the perception among those in rural areas of the current supply network, in particular Further Education (FE) and FE outreach | Improved perception of supply of support | LSC, FE, Jobcentre Plus/web-based learning (WBL) providers |
| **D** Alignment of strategic drivers and targets | Forward plan to integrate partners changes and developments which are impacting on rural delivery over the next 18 months | Better understanding of strategic drivers | LSC, YF, Jobcentre Plus, Defra |
| **E** Joining up LSC and Defra-funded provision |  
  • Produce list of WBL providers and Defra-funded vocational training service providers  
  • Identify opportunities to have complementary model of provision  
  • Agree approach for joint working | Complementary services | Defra and LSC |
<table>
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<tbody>
<tr>
<td><strong>F</strong> Investment coordination</td>
<td>Produce funding grid of Defra, YF and LSC funding to identify gaps, alignment and opportunities for joint working</td>
<td>More efficient use of budgets</td>
<td>LSC, YF and Defra</td>
</tr>
<tr>
<td><strong>G</strong> Identify which parts of LSC are delivering in rural areas and for which sectors</td>
<td>Add physical presence; clubs; other outreach to mapping table</td>
<td>Extend partnership working</td>
<td>LSC, group members</td>
</tr>
<tr>
<td><strong>H</strong> Adopt Better Deal for Businesses (BDFB) principles and use the emerging Train2Gain to embed within the sector</td>
<td>• Work with BDFB implementation group to draft action plan</td>
<td>Increased partner awareness and adoption of BDFB</td>
<td>YF, LSC, Business Links</td>
</tr>
<tr>
<td><strong>I</strong> Enhance ease of access and delivery</td>
<td>• Explore opportunities and define principles in Local Area Agreements (LAAs)</td>
<td>Increased funding to the front line and reduced overhead costs per service</td>
<td>Local Authorities (LAs)</td>
</tr>
<tr>
<td><strong>J</strong> Map needs against provision</td>
<td></td>
<td>More efficient and more effective use of resources</td>
<td>LSCs, SSCs</td>
</tr>
<tr>
<td><strong>K</strong> Review web based access</td>
<td>Consider opportunities for integration with other web-based services for businesses and individuals</td>
<td>Work with partners and providers to draft and adopt</td>
<td>LSCs, SSCs, Business Links</td>
</tr>
</tbody>
</table>

**Priority 3: Market towns – support market towns as hubs for the rural economy and as service centres, providing locally based employment opportunities**

| A | Key settlements in rural areas identified as key points for investment to improve access to services, skills, workplace and transport infrastructure | Engage with key stakeholders strategic “performance planning level”; make best use of the Renaissance Market Town (RMT) programme; identify and transfer best practice from RMTs to other “service centres” | Improvement in Defra PSA4 & ODPM PSA4 indicators for Y&H | Regional Rural Board, Y&H Rural Affairs Forum (RAF), Yorkshire Forward, Y&H Regional Assembly |
| B | Key settlements in rural areas identified as key points for investment to improve access to housing and community infrastructure | Engage with key stakeholders strategic “performance planning level”; make best use of the RMT programme; identify and transfer best practice from RMT to other “service centres” | Deliver against targets for affordable homes in rural areas within the Regional Housing Strategy | Regional Rural Board, Y&H RAF, Yorkshire Forward, Y&H Regional Assembly |
| C | Market towns and other key settlements become focal points for investment to deliver against YHRF priorities as access hubs for enterprise, skills and service delivery | Make best use of the RMT programme; identify and transfer best practice from RMTs to other settlements with potential to support economic, social and environmental development | To be determined at sub-regional level; must directly contribute towards RES & YHRF priorities and outcomes and regional target | Sub-regional Rural Partnerships, RMT Partnerships, Area Tourism Partnerships (ATPs) |
| D | Market towns and other key settlements become focal points for investment to deliver against YHRF priorities as access hubs for enterprise, skills and service delivery | Implement and secure best value from RMT programme; secure investment and increased focus on other ‘service settlements’ using RMT best practice | Local targets; must directly contribute towards sub-regional YHRF objectives | RMT partnerships; to be determined by Sub-regional Rural Partnerships |

**Priority 4: Sustainable tourism – develop, manage and promote rural Yorkshire and The Humber as a high-quality “sustainable tourism” destination**

<p>| A | Clearly identified and agreed priorities for the development of rural Yorkshire &amp; Humber as a high quality sustainable tourism destination | Preparation of ATPs | Delivery of Regional Tourism Strategy objectives | Regional Tourism Board, ATPs, National Parks, Areas of Outstanding Natural Beauty (AONB) Management Groups, LAs |</p>
<table>
<thead>
<tr>
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</thead>
</table>
| B Focus on improving holistic visitor experience through sub-regional partnerships/ATPs | • Continue to develop sub-regional partnerships/ATPs  
  • Focus on visitor experience activities of partners, e.g. public realm responsibilities of local authorities  
  • Seek funding in support of sub-regional partnerships/ATPs  
  • Advocate “sustainable” tourism requirements with other service providers e.g. Business Links and LSCs to provide targeted and co-ordinated support; transport providers to facilitate non-car-based tourism | To be determined within Tasking Framework – support delivery of regional objectives in Framework for the Visitor Economy                                                                                                                                             | ATPs, Sub-regional Rural Partnerships               |
| C Customer-focused promotion of Yorkshire and The Humber’s high-quality sustainable tourism offer | • Sub-regional partnerships/ATPs to work with Yorkshire Tourist Board  
  • Learn from Yorkshire Tourist Board’s research on customer perceptions and promotion opportunities  
  • Learn from visitor satisfaction survey  
  • Embed sustainable principles in promotional activities, e.g. targeted distribution through internet rather than print; rationalisation of print | Visitor satisfaction survey annually from 2006                                                                                                                                                    | Sub-regional partnerships/ATPs and Yorkshire Tourist Board |

**Social justice for all**

**Priority 5: Access to services – ensure that rural communities are characterised by high levels of inclusion and equitable access to quality services that recognise demographic trends**

<table>
<thead>
<tr>
<th>A Clear identification of key services required by rural communities and benchmarked standards of accessibility</th>
<th>Regional research to identify key services, levels and form of demand, and develop commonly agreed benchmarks of accessibility</th>
<th>Percentage improvement in accessibility in rural areas in Y&amp;H (measured by Defra for PSA4) should not be statistically significantly less the improvement in urban areas of the region</th>
<th>Regional Rural Board, Yorkshire Futures, Y&amp;H RAF, Sub-regional Rural Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>B Effective rural proofing of the performance plans of key providers of rural services</td>
<td>Develop a regional service planning toolkit (building on work under 5A) supported by an influencing/awareness campaign and training to promote benchmarks of accessibility</td>
<td>Percentage improvement in accessibility in rural areas in Y&amp;H (measured by Defra for PSA4) should not be statistically significantly less the improvement in urban areas of the region</td>
<td>Regional Rural Board, Sub-regional Rural Partnerships, LSPs/LAA Partnerships</td>
</tr>
<tr>
<td>C Creation and maintenance of a robust and viable sub-regional structure to champion and implement YHFR priorities</td>
<td>Establish Sub-regional Rural Partnerships strongly aligned with Investment Planning</td>
<td>Inclusion of outcomes and targets relating to improved accessibility to services for rural communities in LAAs and Service Deliverers tasking/performance plans</td>
<td>Regional Rural Board, Y&amp;H RAF, Sub-regional Economic Partnerships, YF, LAs, Natural England</td>
</tr>
<tr>
<td>D Each and every consumer of rural services should be aware of the “pathway” to each service and service provider</td>
<td>Provide capacity, information and advice that is easily accessible to rural communities. Information on existing service delivery needs to be fed into the Sub-regional Partnerships</td>
<td>To be determined at sub-regional level; must directly contribute to towards RES and YHFR priorities and outcomes and regional target</td>
<td>Sub-regional Rural Partnerships, LAs, Rural Community Councils (RCCs), Town and Parish Councils</td>
</tr>
<tr>
<td>E To provide accessible and flexible funding support to enable sustainable service provision in rural areas</td>
<td>Develop an integrated sub-regional mechanism to aggregate funding into a “virtual” pot, accessed through a facilitated process</td>
<td>To be determined at sub-regional level; must directly contribute to towards RES and YHFR priorities and outcomes and regional target</td>
<td>Sub-regional Rural Partnerships, LAs, RCCs, Town and Parish Councils</td>
</tr>
<tr>
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<td><strong>F</strong> Community planning developed as a tool to identify the accessibility needs of rural communities</td>
<td>• Continue to develop, review and update Parish Plans and Community Investment Prospectuses to capture the aspirations of communities for access to services • LSP Community Strategies to identify rural access to service issues and actions required</td>
<td>Local targets; must directly contribute towards sub-regional YHRF objectives</td>
<td>LSPs, LAs, RCCs</td>
</tr>
<tr>
<td><strong>G</strong> Each and every consumer of rural services should be aware of the “pathway” to each service and service provider</td>
<td>• Establish networks of rural “access to services” facilitators based on need • Train and task facilitators to build capacity of local and community groups to deliver services</td>
<td>Local targets; must directly contribute towards sub-regional YHRF objectives</td>
<td>Sub-regional Rural Partnerships; local delivery partners</td>
</tr>
<tr>
<td><strong>H</strong> Enabling rural services to become sustainable</td>
<td>• Promote the concept of rural hubs at both village and market town level within community plans and through funding criteria • Ensure that Local Transport Plans connect customers to service provision • Encourage co-location through partnership working • Develop innovative means of delivering services through mobile services, ICT, telephone support, outreach etc • Encourage local ownership of village services, through parish and town councils</td>
<td>Local targets; must directly contribute towards sub-regional YHRF objectives</td>
<td>Sub-regional Rural Partnerships, LSPs</td>
</tr>
<tr>
<td><strong>I</strong> Maximise availability of suitable property that meets the accessibility needs of rural communities</td>
<td>• Public bodies to give due consideration to new and innovative uses of buildings in rural areas, utilising Compulsory Purchase Order legislation where necessary/appropriate • Local planning frameworks need to incorporate access to services as a priority • Valuable community meeting space/facilities should be identified through community planning and given due priority as key service points</td>
<td>Local targets; must directly contribute towards sub-regional YHRF objectives</td>
<td>Sub-regional Rural Partnerships, LSPs, LAs, RCCs</td>
</tr>
</tbody>
</table>

**Priority 6: Rural transport – understand and addresses transport needs in rural areas through private, public and voluntary sector provision, to promote rural regeneration and tackle social exclusion**

<p>| <strong>A</strong> A better understanding and alignment of rural transport issues in wider agendas e.g. health services, employment and education services, sports and recreation. Leading to 6B | • Wider mapping of existing rural transport initiatives to understand the extent/degree of co-ordination and what is being delivered • Making closer links with other sectors | Inclusion of outcomes and targets to improve the accessibility of services to rural consumers in strategic and operational performance plans | Regional Rural Board, Y&amp;H RAF, Y&amp;H Assembly, “service-owning” authorities and organisations |
| <strong>B</strong> A clear thread of rural transport policy through key regional and sub-regional policy | Influence emerging Regional Spatial Strategy (RSS) and Regional Transport Strategy by evidence based argument | Integration of rural issues (ex-YHRF and Sub-regional Rural Partnerships) in the Regional Transport Strategy (policy T9 Rural Transport Framework) | Y&amp;H Regional Assembly/Regional Rural Board/Regional Transport Partnership Passenger Transport Executives (PTEs), Sub-Regional Partnerships (rural strand) |
| <strong>C</strong> A common structure for policy development and management of transport investment at regional, sub-regional and local level | Identification and allocation of responsibility for rural transport policy and delivery at regional sub-regional and local level | Linkage of Local Transport Plans to YHRF priorities and sub-regional rural partnership objectives | Y&amp;H Regional Assembly/Regional Rural Board/Regional Transport Partnership PTEs, Sub-Regional Partnerships (rural strand), Local Transport Partnerships |
| <strong>D</strong> The alignment of public sector funding that tackles agreed priorities to secure greatest benefit. Aggregation of funds and resource to achieve better delivery of transport services | Co-ordination with variety of sectors i.e., education, healthcare, economic regeneration, cultural sectors at a regional, sub-regional and local level | To be determined at sub-regional level; must directly contribute to towards RES and YHRF priorities and outcomes and regional target | Sub-regional Rural Partnerships Primary Care Trusts, Regional Transport Plans (RTPs), PTEs, RMT Partnerships |</p>
<table>
<thead>
<tr>
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<tr>
<td><strong>E</strong> A more robust, evidence and needs based approach as support by the Strategic Rural Transport Framework (SRTF)</td>
<td>• Gain common understanding by looking at and developing existing/new local needs analysis and Accessibility Planning at the local and sub-regional level • Define this evidence not in terms of the need for transport itself, but in terms of the wider needs of communities within the region</td>
<td>To be determined at sub-regional level; must directly contribute to towards RES and YHRF priorities and outcomes and regional target</td>
<td>Sub-regional Rural Partnerships, Rural Transport Partnerships (e.g. LA’s, Community groups, Town and Parish Councils)</td>
</tr>
<tr>
<td><strong>F</strong> Improved capacity at sub-regional level leading to better transport services able to tackle accessibility issues</td>
<td>• Identify areas were sub-regional co-ordination needs to be strengthened • Utilise existing mechanisms and develop were appropriate</td>
<td>To be determined at sub-regional level; must directly contribute to towards RES and YHRF priorities and outcomes and regional target</td>
<td>Sub-regional partnerships (e.g. Humber Access to Services Partnership (HASP), PTEs) Sub-regional Rural Partnerships</td>
</tr>
<tr>
<td><strong>G</strong> Champion and defined valuable existing structures and knowledge</td>
<td>Use SRTF to identify and support successful projects and protect their continuity of service</td>
<td>Local targets; must directly contribute towards sub-regional YHRF objectives</td>
<td>Rural Transport Partnerships, Yorkshire Forward, PTEs</td>
</tr>
<tr>
<td><strong>H</strong> Improved the delivery of and access to services for rural communities, particularly through greater targeting of socially excluded groups</td>
<td>• Use Accessibility Planning and SRTF to prioritise transport interventions • Use existing partnerships to test this framework • Identify potential non-transport interventions</td>
<td>Appropriate services provided at the local level addressing local needs</td>
<td>Sub-Regional Rural Partnerships with local deliverers, Rural Transport Partnerships, PTEs</td>
</tr>
</tbody>
</table>

**Priority 7: Rural housing – understand and address housing needs in rural areas, recognising and tackling issues of fuel poverty**

<p>| <strong>A</strong> A rurally proofed Regional Housing Strategy that supports and delivers against YHRF priorities | Identify and address barriers and interventions required to facilitate delivery of RHS target for new affordable homes | Successful delivery of 360 affordable homes in rural areas of the region by 2008 | Regional Rural Board, Y&amp;H RAF |
| <strong>B</strong> A set of rurally proofed sub-regional Housing Investment Programmes based on robust assessment of local need | Input and influencing into the development of the next round of sub-regional Housing Investment Programmes | Commitment to delivering new affordable homes in areas and settlements identified and promoted by communities, local authorities and sub-regional rural partnerships | Regional Rural Board, Y&amp;H RAF, Sub-regional Rural Partnerships |
| <strong>C</strong> Fuel poverty is eradicated in vulnerable rural households by 2010 and in all rural households by 2015 | Support the development of an “Affordable Warmth Action Plan for Y&amp;H” | Reduction in the numbers of households at risk from fuel poverty and an improvement in Y&amp;H “ranking” amongst English regions (currently 2nd worst) | Regional Rural Board, GOYH Rural Affairs Team, Y&amp;H RAF |
| <strong>D</strong> Y&amp;H Rural Housing issues fully recognised in national enquiries and reports to ODPM and Defra which in turn facilitate solutions for areas of high-demand rural housing | • Assist with the organisation of the Affordable Rural Housing Commission regional visits to Y&amp;H and actively participate in the enquiry process • Assist with the organisation of the Commission for Rural Communities rural housing regional event and actively participate in the enquiry process | Successful enquiry visits and information gathering with appropriate input from regional stakeholders – measured by feedback from enquiry teams and participants | GOYH Housing Team GOYH Rural Affairs Team |
| <strong>E</strong> More effective use of rural housing resources through delivery of shared objectives across programmes to target and address need | • Align Defra Rural Social Community Programme funding with other new and existing sub-regional and LA structures, processes and funding • Rural areas to develop a tool kit and identify best practice for rural housing enablers, including community engagement, identification of needs and sites, and facilitating effective delivery of schemes | To be determined at sub-regional level; must directly support regional objectives | GOYH Rural Affairs Team YF, RCCs, Sub-regional Rural Partnerships |</p>
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<tbody>
<tr>
<td>F</td>
<td>Continuous improvement of rural housing provision through monitoring effectiveness of policy and delivery actions</td>
<td>• Continue working with local partnerships (i.e. RMT Partnerships) to highlight the need for and secure affordable housing where possible. • Planning Policy Guidance (PPG) 3 Monitoring: monitor affordable housing outputs achieved via the planning process (i.e. use of “exception” sites). • Rural input into the development of whole housing market assessment methodologies.</td>
<td>Delivery profiled and monitored against 2008 target of 360 affordable homes both in number and in location linked to ODPM and York University data. Y&amp;H Rural Housing Board, Y&amp;H Assembly. GOYH Rural Housing Team, GOYH Rural Affairs Team. GOYH Rural Affairs Team.</td>
</tr>
</tbody>
</table>

**Priority 8: Rural communities – promote social cohesion, and encourage and support the engagement of rural communities and the active roles that they can play.**

| A | A common understanding of, and means of identifying and monitoring, rural disadvantage within rural Yorkshire & The Humber. | A regionally led study to define key indicators of rural disadvantage, map and articulate the baseline position as at 2006. A process to review and update these indicators in order to map change and impact during the period of the RES. | Publication of accessible, up-to-date and relevant assessment of rural disadvantage annually, to inform LAA/Sub-regional Investment Planning (SRIP)/community plan processes (including meeting decision making timescales). Regional Rural Board, Yorkshire Futures, Sub-regional Rural Partnerships. LAs, RCCs, Voluntary and Community Sector (VCS) network. |
| B | A greater recognition of the ability of community activities to deliver sustainable development outcomes and service delivery. | Development of a case, supported by pilot testing, for VCS contracting with local authorities to deliver services to rural communities. Use of local/pilot case studies to build awareness and demonstrate value to national, regional, sub-regional service delivery infrastructure. | Number and value of service delivery contracts awarded to local VCS groups. Regional Rural Board, Y&H RAF, Network of RCCs. Sub-regional Rural Partnerships. |
| C | “No wrong door” to community development work and advice, including access to accurate and timely specialist advice by individuals and groups. | Sub-regionally/locally-managed network of community development work so that each community has access to a community development worker. Currently no existing funding to do this. | To be determined at sub-regional level; must directly support regional objectives. Sub-regional VCS consortia/organisations (this should include urban and rural together), RCCs. |
| D | Minority and hard to reach groups are engaged and accepted at community level (loosely defined as any group/community of interest making up less than 2% of any rural spatial population e.g. BME, disabled, gay/lesbian, asylum seekers, migrant workers, young people). | • Consultation process required before taking to the next stage. • Research/evidence base required. • Follow-on from ChangeUp work. • Determine what needs to be done after research concluded. | To be determined at sub-regional level; must directly support regional objectives. RCCs. Principal Authorities. VCS (ChangeUp research due April 2006). Regional Forum (through regional ChangeUp role). |
| E | A greater recognition of the ability of community activities to deliver sustainable development outcomes and service delivery. | • Package of funding devolved down to local level to include small grant schemes, community loans, Local Enterprise Training and a clear route into SRIPs and LAAs for communities – linked to parish plans. • Local leadership and community champions/ forum; work with employers to develop a positive framework for community. • Support with training where required. | To be determined locally; must directly contribute to sub-regional and regional YHRF objectives. Local VCS partnerships; Town and Parish Councils, RCCs. |
| F | Sustainable communities through enterprise. | Recognition (through the availability advisory services and funding) of the nature of rural businesses, their local impact, size and scale; and also of their cumulative impact and their positive contribution to the regional economy. | To be determined locally; must directly contribute to sub-regional and regional YHRF objectives. Local VCS partnerships Town and Parish Councils, RCCs, Business Links. |
### Regional Outcomes

**Priority 9: The natural environment – conserve and enhance the region’s rural biodiversity, its distinctiveness, and the quality of its natural and built environment**

<table>
<thead>
<tr>
<th>A</th>
<th>Conserve, recover and enhance our finest landscapes, biodiversity, geology and other features</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Conserve, recover and enhance the landscapes, biodiversity, geology and other features most important to the quality of the natural environment in each Joint Character Area (JCA)</td>
</tr>
<tr>
<td>C</td>
<td>Continued development of the Regional Forestry Strategy (RFS) and an appropriate Action Plan</td>
</tr>
<tr>
<td>D</td>
<td>Improvement of the quality of non-designated areas using Countryside Quality Counts (CQC) programme</td>
</tr>
<tr>
<td>E</td>
<td>Integrated Environmental Objectives delivered at a JCA Level (based on a joint and improved understanding of the key characteristics of each JCA) as addressed through the CAMEO project</td>
</tr>
<tr>
<td>F</td>
<td>Clear integrated indicators for environmental land management</td>
</tr>
<tr>
<td>G</td>
<td>Integrated land management training to deliver improved environmental land management</td>
</tr>
<tr>
<td>H</td>
<td>Developing regional programme to reduce existing carbon emissions and increase carbon sequestration through land management initiatives</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regional Actions</th>
<th>Regional Target/Success Indicators</th>
<th>Lead Body/Bodies and Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>• Important wildlife sites in favourable condition</td>
<td>No loss of extent or quality of local wildlife sites</td>
</tr>
<tr>
<td></td>
<td>• Secure the favourable conservation status of protected areas in England that contribute to the European Natura 2000 network</td>
<td>European sites protected</td>
</tr>
<tr>
<td></td>
<td>• Promote and encourage uptake of Environmental Stewardship (entry-level and higher-level schemes)</td>
<td>Area of farmland under Environmental Stewardship agreement</td>
</tr>
<tr>
<td></td>
<td>• Secure high-level management plan targets for National Parks and AONBs</td>
<td>95% of SSSIs in favourable condition by 2010</td>
</tr>
<tr>
<td></td>
<td>• Establish “favourable status” targets for cultural landscapes (with English Heritage (EH))</td>
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<tr>
<td></td>
<td>• Enable the protected area network to assist adaptation to climate change</td>
<td></td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>• Halt biodiversity loss by 2010 (EU Gothenberg agreement) and meet England Biodiversity Action Plan targets</td>
<td>Extent and quality of habitats/species. Number of regional extinctions/declines</td>
</tr>
<tr>
<td></td>
<td>• Reverse the long term decline in farmland birds by 2020</td>
<td>Farmland Bird Index Indicator</td>
</tr>
<tr>
<td></td>
<td>• Increase greenspace quantity, quality and connectivity in towns and cities providing tranquility and recreation opportunities</td>
<td>Area and quality of greenspace improved</td>
</tr>
<tr>
<td></td>
<td>• Achieve good status of all water bodies by 2015 (EU Water Framework Directive (WFD))</td>
<td>Water quality indicators</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Deliver the RFS Action Plan outcomes/targets</td>
<td>Delivery of the RFS Action Plan outcomes/targets</td>
</tr>
<tr>
<td></td>
<td>With support from GOYH, FC, Natural England, Environment Agency (EA), EH, National Parks etc</td>
<td></td>
</tr>
<tr>
<td><strong>D</strong></td>
<td>Develop programme for improving prioritised non-designated landscapes, especially on urban fringes</td>
<td>Improved condition of non-designated areas</td>
</tr>
<tr>
<td><strong>E</strong></td>
<td>• Roll-out of CAMEO project to all Regional JCAs</td>
<td>Improved understanding of environmental objectives</td>
</tr>
<tr>
<td></td>
<td>• Roll-out of CQC to monitor landscape change When should landscape be protected and when should it be conserved?</td>
<td></td>
</tr>
<tr>
<td><strong>F</strong></td>
<td>Development of meaningful indicators to change and improved management</td>
<td>Improvement in indicators</td>
</tr>
<tr>
<td><strong>G</strong></td>
<td>Development of training packages for farm advisors, land agents and owners/occupiers</td>
<td>Increase in number of qualified advisors inputting to land management/agri-environment scheme advice in the region</td>
</tr>
<tr>
<td></td>
<td>If an accredited scheme could be linked to regional agricultural/land management colleges</td>
<td></td>
</tr>
<tr>
<td><strong>H</strong></td>
<td>Change land management practices to foster carbon sequestration</td>
<td>Carbon emissions e.g. from energy use reduced</td>
</tr>
<tr>
<td></td>
<td>Develop regional Green infrastructure initiatives</td>
<td></td>
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<tr>
<td>Regional Outcomes</td>
<td>Regional Actions</td>
<td>Regional Target/Success Indicators</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>I Humber Strategy (links to Pathfinder and EA biodiversity objectives) and the Ouse Flood Risk Management Strategy for flood risk management</td>
<td>Flood risk management to be maintained and taken into account with other local and appropriate regional policies</td>
<td>Flooding and risk better managed</td>
</tr>
<tr>
<td>J All key organisations to ensure that their activities including grant scheme targeting and in-house operations maximise their ability to meet these targets (within their own organisational (national) constraints)</td>
<td>Involvement and consultation with a wide range of relevant stakeholders in the development of operational and targeting plans</td>
<td>Delivery of each organisation’s relevant targets</td>
</tr>
</tbody>
</table>
| K Links between good Environmental management and farm diversification/sustainable rural development (see Priority Action 10) | • Demonstration Farms, Farmer/adviser workshops  
• Research into the economic benefits or environmental land management and the links to local identity, pride of place and socio-economic benefits | Clear demonstration of links between land management and rural diversification/regeneration  
Improved links between socio-economic delivery and environmental management | Framework 4 Change, Natural England Farm Advice Unit  
YF, RSS, RES, SRIPs, Natural England, Framework 4 Change, EH, EA, LAs |
| L England catchment Sensitive Farming Delivery Programme | Promote voluntary action by farmers to tackle diffuse pollution | Farmers improving working practices, ahead of WFD implementation | EA and Natural England |
| M Managing the uplands to act as natural resource protection for water quality, water resources and flood risk management | Less Favoured Areas support in line with Hill Farm Allowance scheme | Biodiversity and localised areas improved | EA and Natural England, landowners and managers |
| N Support for and measurement of AONB and National Park objectives and policies especially taking into account key forces for change | Joint working with Regional agencies to progress objectives identified in the National Park and AONB management plans | Measurable progress towards key objectives | National Parks, AONBs, GOYH, Natural England, EA, EH, FC |
| O Information delivered at a local JCA level to underpin agri-environment schemes and improve bottom up awareness of integrated environmental land management | Roll out of CAMEO work and engagement with local communities and land managers/farm advisors | Improvement in understanding of environmental issues and how improvements can be delivered though integrated land management | Natural England, Framework 4 Change, EH, EA, LAs, National Parks and AONBs |

Priority 10: Promote a “functional landscape” — where development draws on and sustains the natural, cultural and built heritage of the region’s rural areas

A Help increase the resilience and ability to adapt to climate change of the natural environment on land, water, coasts and seas | • Help the natural environment to evolve and adapt to a changing climate, and mitigate the effects of climate change on landscapes and biodiversity  
• Understand and seek to recover and enhance the functioning of the natural environment  
• Ensure the management of coastal and fluvial systems is based on ecosystem and geomorphological functioning  
• Develop landscape scale approaches linking areas of high natural value | Through Climate Change action plan  
Implementation of the Humber shoreline management plan  
Delivery of catchment flood management plans  
Implementation of biodiversity policies in RSS | GOYH Environment and Sustainability Team, Natural England, EA |
<table>
<thead>
<tr>
<th>Regional Outcomes</th>
<th>Regional Actions</th>
<th>Regional Target/Success Indicators</th>
<th>Lead Body/Bodies and Partners</th>
</tr>
</thead>
</table>
| B More sustainable farming, food, fishing, development and economic policies and practices and increased public and private investment in recovery of biodiversity landscape quality and ecosystem functioning | • To help improve the quality of environmental management through the development and adoption of sustainable practices, taking account of the impact of climate change  
• Environmentally sensitive farming across more of the landscape with reductions in diffuse pollution and enhancement of the natural environment  
• To help influence markets and supply chains to develop and adopt more sustainable practices and cut greenhouse gas emissions | Respect for natural environmental goals championed in regional and local economic and sectoral policies and spatial strategies increased investment in environmental enhancement | GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs |
| C Development of clear understanding of sustainability issues relating to the enhancement and conservation of a “functional landscape” | • Research into the links between good environmental land management and the socio-economic drivers of the rural economy  
• Development of a clear definition of a “functional landscape” | Understanding of the links gained from a holistic approach to managing, conserving and enhancing the rural “functional landscape” | GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs |
| D Linkages between environment and remaining rural priorities  
Greater awareness of interrelated funding, investment and delivery strategies | • A clear underpinning of the importance of environment to the delivery of rural priorities framework – in particular for Themes 1, 2, 3, 4, 8 and 9  
• Clear mapping of rural and funding strategies to assess strengths and weaknesses, overlaps and gaps | Integrated rural framework  
Greater targeting of resources and understanding of areas of opportunity and enhancement | GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs |
| E Integrated Environmental Objectives delivered at a Joint Character Area Level (based on a joint and improved understanding of the key characteristics of each JCA) as addressed through the CAMEO project | Roll-out of CAMEO project to all Regional JCAs | Improved understanding of environmental objectives | Natural England, Framework 4 Change, EH, EA, LAs |
| F Clear integrated indicators for environmental land management | Development of meaningful indicators to change and improved management | Improved understanding of environmental objectives | Natural England, Framework 4 Change, EH, EA, LAs |
| G Integrated land management training to deliver improved environmental land management | • Development of training packages for farm advisors, land agents and owners/occupiers  
• If an accredited scheme could be linked to regional agricultural/land management colleges | Increase in number of qualified advisors inputting to land management/agri-environment scheme advice in the region | Natural England, Framework 4 Change, EH, EA, LAs, Regional Agricultural Colleges |
| H Make the natural environment more accessible and inclusive for urban and rural communities | • Develop a clear understanding of regional needs and opportunities for improving public enjoyment and understanding of the natural environment  
• Develop a regional outdoor recreation strategy in line with national strategy  
• Provide opportunities to improve public enjoyment and understanding of the natural environment to meet the identified needs of urban and rural communities | All highway authorities have produced a Rights of Way Improvement Plan  
Regional outdoor recreation strategy  
Demonstrable improved public enjoyment and understanding of the natural environment | Natural England, Framework 4 Change, EH, EA, LAs, Regional Agricultural Colleges |
<table>
<thead>
<tr>
<th>Regional Outcomes</th>
<th>Regional Actions</th>
<th>Regional Target/Success Indicators</th>
<th>Lead Body/Bodies and Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Increased contribution of the natural environment to national, regional and local economies, sustainable enterprises and more cohesive communities</td>
<td>• Tourism which values and invests in local environmental quality, and local communities and economies • Publicly-owned land used to demonstrate how the natural environment can make a demonstrable contribution to local economic prosperity and community life as part of landscape-scale partnerships • Increased use of local and sustainable products contributing to business prosperity • Development of the built environment successfully reconciled with the maintenance and enhancement of the environment</td>
<td>To be developed</td>
<td>GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs</td>
</tr>
<tr>
<td>J Improved local and sector delivery of investment, economic, regeneration and environmental strategies</td>
<td>Understanding of cross-working opportunities and linked issues and themes</td>
<td>To be developed</td>
<td>GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs</td>
</tr>
<tr>
<td>K Development of training and support mechanisms to underpin common issues and links between themes and delivery of sustainable development</td>
<td>Greater investment in cross-cutting initiatives such as Rural Advice Information Network, farm support networks and development of linkages with tourism strategies, community, transport and housing issues. Potential for focus on delivery through market towns and education</td>
<td>Uptake of training and understanding of links – demonstration of links at a project-based level</td>
<td>GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs</td>
</tr>
<tr>
<td>L Develop awareness raising strategy and projects to enable the general public to have access to, enjoy and respect a functional landscape</td>
<td>• Joint education programmes including link to health • Creation of local (circular) walks and other recreational opportunities • Create common goal – what do we want people to experience and do as a result of accessing the environment?</td>
<td>Change in behaviour of percentage of Y&amp;H population and business to resource use, and environmental awareness</td>
<td>All</td>
</tr>
</tbody>
</table>
Rural Affairs Forum

**Purpose:** To be the recognised rural customer voice of the region to influence rural policy-making and delivery.

**Terms of reference**

- To bring together regularly a wide and representative range of rural people, communities and businesses.
- To develop a productive dialogue with Forum members and their wider background constituencies.
- To represent the region’s rural interests to the Rural Board and Rural Practitioners Group.
- To contribute to the development and monitoring of YHRF.
- To contribute to the rural proofing of regional and national policies by promoting a consideration of rural needs and interests at the design stage of policies and strategies, and feeding back on performance during the delivery stage.
- To contribute to the development of an evidence-based understanding of the key issues facing the region and rural England more widely, e.g. by contributing to CRC studies and responding to national consultations.
- To establish linkages with sub-regional rural partnerships.

The new enlarged, open Forum (membership initially doubled in size) takes into account the need to establish greater customer linkages. A smaller management body (the RAF Steering Group) comprised of individuals appointed for their experience, skills and personal standing will develop and take forward the detailed work of the YHRAF.

There will be at least twice-yearly meetings of the full Forum, and these will be organised on a thematic basis to coincide (where possible) with RAF chair’s meetings with ministers. There will be more formalised administrative arrangements, including clearer roles and responsibilities, improved communications and budgeting, through a Steering Group-led secretariat. A skills bank of members’ areas of expertise to facilitate more productive cross-representation with other groups.
## Membership

**Incorporating:**
1. Existing Y&H Rural Affairs Forum
2. ERDP Regional Consultation Group
3. Renaissance Market Towns Sounding Board
4. Y&H Rural Affairs Forum Annual Conference

**Chaired by:**
Independent* (currently John Napier)

**Secretariat:**
Rural Affairs Forum Steering Group and GOYH

* (denotes potential RAF Steering Group member)

### Membership

- Agricultural Wages Board
- Askham Bryan College
- Association of Local Government Archaeologists
- Association of Y&H Chambers of Commerce
- Better Government for Older People
- Bishop Burton College
- BME Regional Panel
- Business in the Community Business Link
- Campaign to Protect Rural England
- Churches Regional Commission
- Commission for Rural Communities*
- Connexions
- Country Land and Business Association*
- East Riding of Yorkshire Council
- English Heritage Environment Agency
- Federation of Small Businesses
- Flora Locale
- Forestry Commission
- Framework for Change SSFF Exec Group rep
- Future Years Regional Forum on Ageing
- FWAG
- GOYH*
- Hill Farming Initiative
- Howardian Hills AONB
- Humber Forum
- Humber Unitary Districts
- LANTRA
- LEAF
- Learning and Skills Council
- Local Government Y&H rep
- National Farmers Union
- National Trust
- Natural England*
- Nidderdale AONB
- Northern Dales Farmers Markets
- Northern Fruit Group
- North York Moors National Park Authority
- North Yorkshire County Council rep
- North Yorkshire District Councils rep
- Peak District National Park
- Police rep
- Regional Environment Forum
- Regional Public Health Group
- Royal Society for the Protection of Birds
- Rural businesses reps
- Rural Community Councils*
- Rural Transport Forum rep
- Soil Association
- South Yorkshire Local Authority rep
- Transport and General Workers Union
- West Yorkshire Metropolitan Authorities rep
- Women’s Food and Farming Union
- Women’s Institute
- Yorkshire Agricultural Society
- Yorkshire and Humber Assembly*
- Yorkshire and Humber Faiths Forum
- Yorkshire and The Humber Regional Forum
- Yorkshire Culture
- Yorkshire Dales National Park Authority
- Yorkshire Forward*
- Yorkshire Historic Environment Forum
- Yorkshire Parish Councils
- Yorkshire Regional Food Group
- Yorkshire Tourist Board

## Rural Board

**Purpose:** To provide strategic direction to the development and implementation of rural policy in Yorkshire and The Humber, acting as the ‘rural champion’ across the regional agenda.

**Terms of reference**

- To ensure that all rural activity across the region is co-ordinated, securing greater coherence between rural policy and other regional strategies and delivery plans within Advancing Together.

- To establish links with other regional decision-making bodies that impact on wider public sector investments, e.g. housing, transport, tourism and skills.

- To oversee successful development and implementation of the YHRF.

- To guide regional implementation of Rural Strategy 2004 and the Modernising Rural Delivery programme.

- To champion the rural Vision and Rural Priorities for the region, ensuring they are set within a national and regional policy context.

- To provide strategic guidance on consultation and implementation of the Rural Development Regulation 2007.

- To undertake a ‘visionary’ role by anticipating future developments that might impact on the regional rural agenda.
**Annex 4 Rural governance structures, terms of reference and membership**

**Membership**

The Rural Board will have a tightly drawn membership, comprising senior officers (director level or equivalent) from Government Office for Yorkshire and The Humber, the Regional Development Agency, the Regional Assembly, the Natural England, a local government representative and the Rural Affairs Forum Chair. A proposed initial meeting of a ‘shadow’ Board will be chaired by the Regional Director of GOYH. Further discussions will then take place with the Yorkshire and Humber Assembly to ensure that the Rural Board plays an active role in new proposed regional governance structures.

**Incorporating:**

(1) YHRF Steering Group
(2) Y&H RAF Steering Group (pre-RAF review)

**Chaired by:** GOYH Regional Director (for proposed initial shadow meeting)

**Secretariat:** GOYH Rural Director

**Membership:**

Y&H Rural Affairs Forum Chair  
Natural England Regional Director  
4 x sub-regional reps of local authorities  
Yorkshire and Humber Assembly (Chief Executive or senior nominee)  
Yorkshire Forward (Executive Director or senior nominee)  
Representative of the voluntary and community sector

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**Rural Practitioners Group**

**Purpose:** To bring together into a cohesive forum those responsible for managing and delivering publicly funded services and investment in the rural areas of Yorkshire and The Humber.

**Terms of reference**

- To co-ordinate the implementation of the YHRF; monitor, review and report on progress to the Rural Board.
- To provide evidence and advice to the Rural Board in order to assist them in their strategic planning role.
- To promote and support the Region’s Rural Observatory, and:
  - maintain an up-to-date regional rural evidence base.
  - facilitate the collation of ‘action learning’ and research into the region’s Rural Observatory.
  - take lead responsibility for the development of cohesive evidence-based responses/comments on relevant policy.
- To ensure the region’s rural delivery bodies are accountable, have roles and functions which are clearly understood by customers, and seek to simplify the delivery of services using the principles of Modernising Rural Delivery.
- To ensure co-ordination of public sector funding coming into rural Yorkshire and The Humber leading to shared outcomes and ‘additionality’.
- Engage and communicate effectively with sub-regional and local partners to develop outcomes and measures through evidence-based targeting to order to better target resources to tackle rural social and economic disadvantage and support environmental enhancement.
- To ensure the YHRF plays a central role in developing regional targeting statements for the Rural Development Programme for England (RDPE) 2007–13.
- To champion the principles of rural proofing with key delivery partners.
• To monitor good practice in rural delivery within and beyond the region, and to develop appropriate ‘cross border’ connections.

• To oversee regional promotion and marketing of programme and rural development activity.

• To set up and implement the new RDPE 2007–13, via the Regional Implementation Plan and monitor and review delivery of RDPE.

• Prepare and submit an annual regional report to the National Steering Group of the England Rural Development programme.

• To take on the responsibilities of the LEADER+ Regional Programme Monitoring Committee to monitor performance and spend for the remainder of the Programme.

**Membership**

The group will be comprised of the key delivery partners represented at senior manager level and will be chaired by the GOYH Rural Director. It will meet on a quarterly basis.

| Incorporating: | (1) Defra Implementers’ Group  
|               | (2) ERDP Regional Programming Group  
|               | (3) Leader+ Regional Programming Committee |
| Chaired by:   | GOYH Rural Director |
| Secretariat:  | GOYH Rural Affairs Team |
| Membership:   | Government Office for Yorkshire and The Humber  
|               | North Yorkshire County Council rep  
|               | North Yorkshire District Council rep  
|               | South Yorkshire Local Authority rep  
|               | West Yorkshire Local Authority rep  
|               | Humber Local Authority rep  
|               | Yorkshire Forward  
|               | Natural England reps  
|               | Environment Agency  
|               | Forestry Commission  
|               | English Heritage  
|               | State Veterinary Service  
|               | National Park Authorities (YDNP, NYMNPA, PDNP)  
|               | Rural Transport Forum rep  
|               | ACNEIs (Howardian Hills, Nidderdale)  
|               | Leader+ Action Groups (Penistone, East Riding, Selby)  
|               | Framework for Change SSFF Exec Group rep  
|               | 2 x Rural Community Councils  
|               | Learning and Skills Council  
|               | Y&H Rural Affairs Forum rep |

**Rural Observatory**

**Purpose:** To lead on the development and promotion of a regional rural evidence base, providing expert advice to the key rural groups and other partners on key issues and trends across rural Yorkshire and The Humber.

**Terms of reference**

• To monitor regularly the availability of quantitative and qualitative rural data and information and annually review/update the regional rural evidence report.

• To promote best practice in rural evidence-based policy-making with partners through the use of rural evidence to develop appropriate indicators and targets to monitor the outputs and outcomes in sub-regional and local delivery arrangements.

• To analyse fully the application of the new rural-urban definition in Yorkshire and The Humber.

• To identify key rural issues, trends, needs and priorities within the region and report to the Rural Practitioners Group.

• To identify gaps in current data and to commission additional surveys/data-capture where possible, working with the Commission for Rural Communities and Defra’s Rural Evidence Hub.
**Annex 4 Rural governance structures, terms of reference and membership**

- To make appropriate links with the Regional Observatory, Yorkshire Futures, thus allowing ‘rural’ to contribute to regional *Progress in the Region* reporting.

**Membership**

This is a new group, loosely based on an existing rural evidence network set up by GOYH during the development of *A Rural Evidence Base for Yorkshire and The Humber 2005* report. The group will aim to meet at least quarterly and will be chaired by a representative from GOYH.

<table>
<thead>
<tr>
<th>Incorporating:</th>
<th>(1) Rural Evidence Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chaired by:</td>
<td>GOYH Rural Affairs Team</td>
</tr>
<tr>
<td>Secretariat:</td>
<td>GOYH Rural Affairs Team</td>
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<tr>
<td>Membership:</td>
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<td></td>
<td>Natural England</td>
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<td>Forestry Commission</td>
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<td>Defra RESD rep (Yorks)</td>
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<td>Yorkshire Futures rep</td>
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<td>English Heritage</td>
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<td></td>
<td>Yorkshire and Humber Assembly</td>
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<tr>
<td></td>
<td>Rural Community Council rep</td>
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<td>Yorkshire Forward</td>
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<td>Framework for Change</td>
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<td>Learning and Skills Council</td>
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<td>Environment Agency</td>
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<td></td>
<td>Yorkshire Culture</td>
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<tr>
<td></td>
<td>4 x sub-regional observatories</td>
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</tbody>
</table>

35
Endnotes

1 For further information, see: http://www.defra.gov.uk/rural/ruraldelivery/default.htm


3 For a full copy of the Supporting Evidence document please see http://www.gos.gov.uk/goyh/menvrur/rrp/rrrstat/rrdf/

4 A ‘functional landscape’ (environment) is one in which major natural cycles and systems (soil, nutrient, water, carbon) do not show significant artificial impacts or degradation. It provides for the economic and social needs of its people and visitors (jobs, health, recreation, fuel, food, building materials etc) in as sustainable and integrated a way as possible, and includes the celebration and protection of our diverse cultural and built heritage.

5 The Regional Spatial Strategy replaces the Regional Planning Guidance as the region’s planning framework. It sets out a regional framework that addresses the ‘spatial’ implications of broad issues like healthcare, education, crime, housing, investment, transport, the economy and environment. This is all about ‘how much’, ‘how big’ and ‘where’ in the region.

6 See note 4 for a definition of a functional landscape.

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