Essex Rural Strategy 2009

2020 Vision for Rural Essex

Context

Essex Rural Partnership

► Previous Strategy launched July 2005

► This Strategy:
- To be launched November 2009
- Strategy lifespan 2010 – 2015
- Vision lifespan 2010 – 2020

Introduction

► Background
  - Geography
  - Governance
  - Population
  - Rural character

► Differentiation between rural and urban
  - Issues
  - Approaches

Potential

- ► Positive outlook

- ► Highlighting the benefits and assets

- ► Some info on difficulties faced

Background

► To the Strategy

► To the Essex Rural Partnership

► Achievements since 2005

New Vision

- ► 6 Strategic Aims
  - Which become 6 key themes
  - As agreed at previous meetings
    - ► Oct 2008 – Blackwater Sailing Club
    - ► Feb 2009 – Reid Rooms
- ► Statement of Purpose
  - Role of the Strategy
- ► Delivery
  - ERP members and Action Groups

Format

- ► Strategic Aim

  - ▪ Vision Statement
  - ▪ Key Issues
    - ► Opening paragraph and bullet points
  - ▪ ERP Standpoint/Policy
  - ▪ Potential Solutions/Projects/Actions
    - ► High level, non-specific
    - ► Detail to be added by Action Groups

Strategic Aim 1

► Active and Caring Communities

- Well-being
- Health
- Community Groups
- Community Initiatives, Community-Led Planning
- Parish & Town Councils
- Young People

Strategic Aim 2

► **Improved Access to Services**

- ▪ Rural Services
  - ►Sustaining existing services
  - ►Introducing new services
- ▪ Access and Transport
- ▪ IT, broadband and NGA broadband

Strategic Aim 3

► Greater Availability of Affordable Housing

- Local need
- Support for new schemes
- Role of Planning Authorities
- Role of Landowners

Strategic Aim 4

► A Thriving Economy

- Exploitation of location
- IT, broadband and NGA broadband
- Support and advice for rural economy
- Infrastructure – for business and commuters
- Tourism

Strategic Aim 5

► A Rich and Varied Environment

- Protection of habitats and species
- Protection of heritage
- Protection of land – eg against flood
- Information
- Accessibility
- Sustainability

Strategic Aim 6

► A Flexible Planning and Policy Framework
  ► Unique Aim - Cross-cutting
  - Employment
  - Housing
  - Building re-use
  - Traffic management
  - Sustainability
  - Viability of services
  - Community benefit

Lobbying

▶ Constantly evolving issues

▶ Need to be up-to-date

▶ Detail to be placed on website

▶ Printed Strategy to include 'timeless' issues

▶ General statement about how to raise profile of rural issues

Appendices

► Methodology

► Member Organisations
- Regular attendance
- Circulation for papers

What Happens Next

► Discussion & Debate
► Approval for wider circulation

► Feedback Forms – ERP
► Feedback Forms – wider circulation

► 2nd October deadline
► 9th October drafting group to meet

Tell Us.....

► Anything you DISAGREE with

► Anything that is MISSING

► Anything that should have DETAIL added