



Mainstreaming Rural Delivery

Embedding Key Lessons from the Rural Pathfinder Programme: Ongoing Action at National and Local Levels



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QKey National Learning Points

- QPartnership working is critical to success.**
- QLocal authorities can be the catalyst for solutions - if they show leadership + innovate.**
- QAccountable governance structures and processes are essential.**
- QEngaging communities and informing 'top-down' delivery strategies from the 'bottom-up' gives better targeted programmes.**
- Q'Mainstreaming' is the way forward but carries risks which need to be addressed.**



q National Actions

- q Commission for Rural Communities (CRC) to review aims and methods for rural proofing mainstream programmes.**
- q CRC to hold other government departments and agencies to account in respect of key findings in the National Rural Pathfinders Report.**
- q I&DEA will coordinate mainstreaming of Rural Pathfinder learning / case studies in website.**
- q Defra has undertaken to support ongoing Rural Pathfinder activity and take a number of key actions at national level.....**



q National Actions: Defra

- q Ensure that Local Area Agreement guidance makes sure needs of rural communities will not be ignored.**
- q Maintain the close and valuable links made with local authorities through the Rural Pathfinder Programme - new national 'sounding board.'**
- q Develop a more formal Defra / LA relationship linked to RRAF Chairs' Ministerial Meeting.**
- q Ensure that CRC is aware of key detailed Rural Pathfinder outcomes - joint Defra / CRC / Rural Pathfinder briefing session in July.**



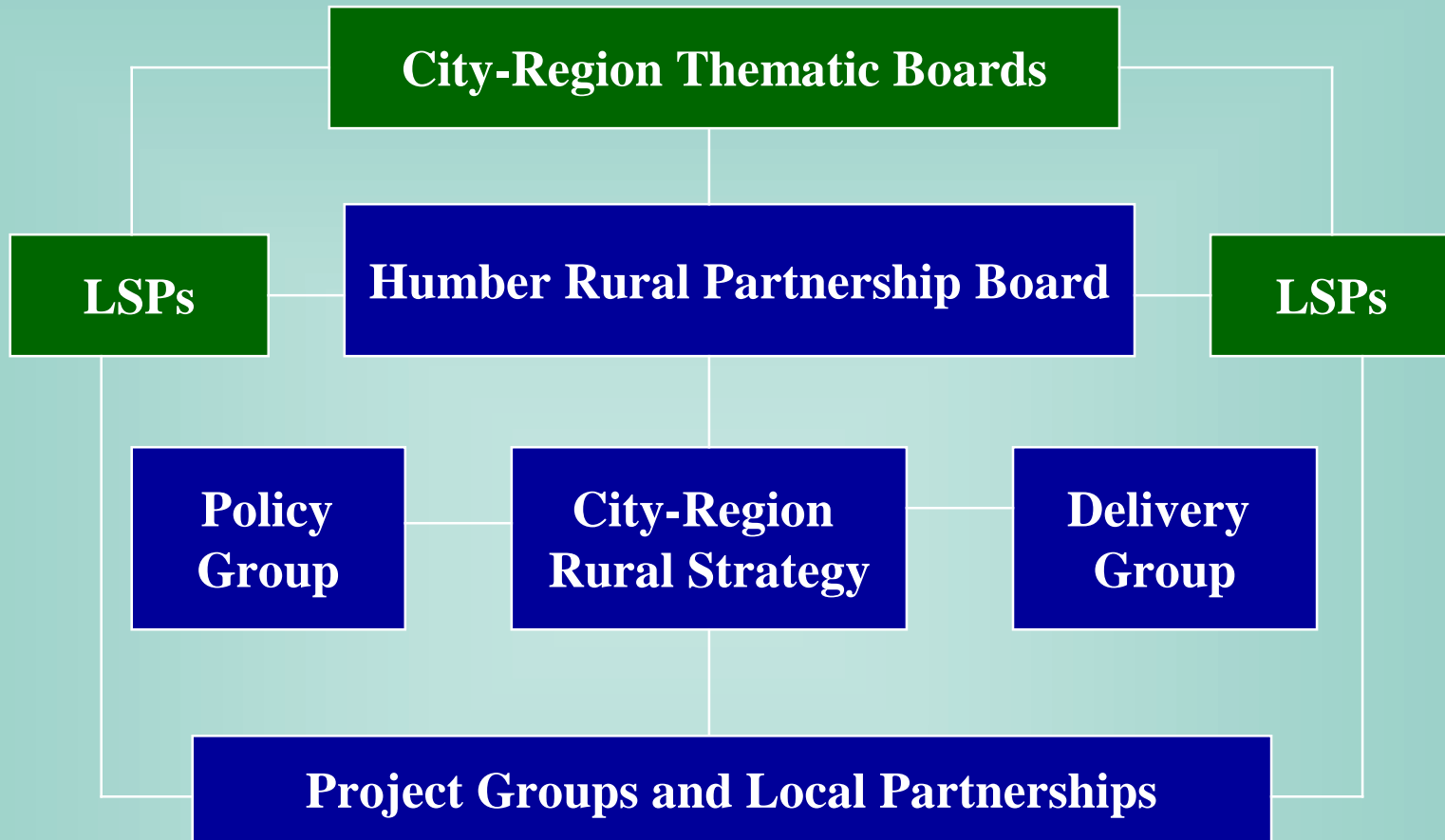
Key Local Learning Points


- Strong and accountable governance at sub / city-regional level is essential.
- Devolution of resources through rural governance structures to local partnerships delivers better value for money.
- Regional policy frameworks and 'toolkits' help local practitioners to secure appropriate and cost-effective delivery.
- A peripatetic, demand-responsive approach to providing community development support is most appropriate in sparse rural contexts.



qKey Ongoing Local Actions

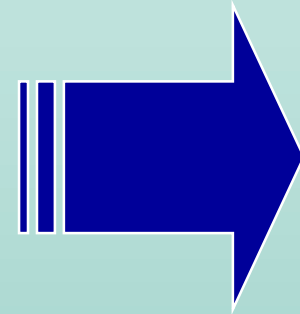
- qPreparation of a Rural Strategy for the Hull and Humber Ports City Region (CRRS).**
- qDevelopment of implementation and delivery plan for the CRRS.....**
- qWill include further development of specific innovative delivery solutions tested through the Rural Pathfinder Programme.**
- qConsolidation of city-region rural governance structure and ongoing work to achieve integrated rural development.....**





Three local examples of 'mainstreaming' lessons from Rural Pathfinder activity

- q Strategic Access to Services
- q Environmental Management
- q Rural Social Enterprise





Q Strategic Access to Services

- Q Large 'delivery trial' taking a strategic approach to improving rural access to services.**
- Q Developed two policy frameworks at regional level and a 'solutions guide' for practitioners.**
- Q Tested recommendations in the policy frameworks and 'solutions guide' methodology in transport and non-transport contexts.**
- Q Developed highly successful and cost-effective demand responsive community transport services.**
- Q Developed successful mobile advice service.**



q Strategic Access to Services (cont.)

- q 13 demand-responsive community transport services now tendered and incorporated into the ERYC supported rural bus network.
- q New LAA target negotiated for indicator N175 - *number of new journey opportunities provided by (rural) community transport operators.*
- q Local Transport Plan capital funding now guaranteed for community transport sector to facilitate new vehicle and infrastructure capacity linked to LAA target.
- q Other trial aspects also now forming part of core local authority provision - eg 'twilight buses.'



q **Environmental Management**

- q **‘Delivery trial’ tested potential for improved ‘local ownership’ of environmental management in East Riding of Yorkshire.**
- q **Recommended creating ‘Rural Environment Forums’ bringing farmers, environmental activists and parish representatives together.**
- q **Forum would act as a two-way channel of communication between key government agencies (EA / NE) and local representatives, leading to better planning and understanding of environmental change and improved outcomes.**



q Environmental Management (cont)

- q Recommendations are now being implemented in a Phase 2 Pilot to establish three forums in East Riding of Yorkshire.**
- q Forums will be formally linked to the LSP - via Sustainable Natural Environment Group.**
- q Officer will be employed - initially 18 months.**
- q Forums will be developed and facilitated for key landscape character areas.**
- q Funding for Phase 2 provided by Environment Agency and LEADER+**
- q Potential national significance if successful.**



❑ Rural Social Enterprise

- ❑ Rural Pathfinder work on rural services and community empowerment identified significant areas of market failure.
- ❑ Commissioned R&D to appraise market options for rural social enterprise - funded by Social Enterprise Humber.
- ❑ Significant and surprising results - large areas of untapped market potential in health, learning and social care sectors, plus retail and transport opportunities.
- ❑ More work need to identify detail and build delivery capacity in the third sector.



Q Rural Social Enterprise (cont.)

- Q Currently putting together funding package for Phase 2 of project.**
- Q Discussions at national level with CRC - Phase 2 being considered as possible national pilot project.**
- Q Detailed work will be undertaken with key commissioning agencies (LA, PCT, LSC) and with third sector organisations to identify specific market opportunities and build capacity.**
- Q Joint project with Humber and Wolds RCC.**



q Other Ongoing Work-Streams

- q Local markets for biomass / energy crops - lessons from successful trial in North Lincolnshire now being taken forward by project group (includes all LAs, private sector, NE, Future Energy Yorkshire).**
- q Local food - producers network / farmers' market network being established in East Riding of Yorkshire under auspices of Rural Partnership + new Local Food Guide.**
- q City-Region Rural Strategy / Sub-National Review implementation - Humber approach now viewed as an exemplar for Yorkshire & Humber Region.**



Nationally and locally key learning from the Rural Pathfinders is being embedded - and work is ongoing.

