

2004/05 Leicestershire Rural Partnership Action Plan

Rural Strategy Strategic Objective: Community Development (CD)

The LRP will enable rural communities, and the organisations working with them, to achieve their potential to be thriving, diverse and inclusive:

- Effective and inclusive community participation and consultation processes, by supporting their implementation, sharing outcomes and developing mechanisms that ensure a link between consultation and tangible results on the ground.
- The sharing of information, advice and resources to enable Parish/Town Councils and the voluntary and community sectors to work with communities and address their needs and aspirations.
- The development of social capital, empowering communities to address their own aspirations or improve quality of life.
- Activity that increases the influence of rural communities, and encourages other organisations to recognise and benefit from the contribution of community based organisations.
- Initiatives to help individuals and communities to develop themselves, including through Learning and Skills Initiatives or Arts/Cultural/Heritage Activities.

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
CD 1.1	Community Consultation and Engagement Building capacity in rural communities through community consultation (village appraisals, village	Lead PT: Services and Communities	Targets and Milestones: 1. Continue to facilitate the consultation process with communities identified	Total Funding: £242,273 LCC Funding:

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
	design statements, parish plans) and identifying needs and formulating an action plan. Carrying out healthchecks and supporting community-led action plan development in rural centres.		<p>in the Jan 04 baseline (64 communities).</p> <ol style="list-style-type: none"> 2. Support for 20 consultation and engagement processes in rural areas, providing the opportunity for 5 additional communities to undertake a Parish Plan and for the publication of 10 Village Appraisal and Parish plan reports. 3. 25 community steering group member attend I.T. courses 4. Grants to at least 6 community projects arising from consultation and engagement process 5. Develop Rural Centre Action Plans, and approve capital grant allocation for suitable projects, in Thurmaston and Broughton Astley. 6. Complete Rural Centre Healthchecks in Earl Shilton and Bottesford. 7. Assist communities in the development and delivery of their action plans. 8. Deliver 3 Community Consultations Seminars to representatives of settlements currently, or wishing to become, engaged in the consultation 	<p>£118,000 Community Fund: £5,170 Countryside Agency: £15,000 LSEP: £91,103 District Councils: £11,000 Parish Plan Income: £2,000</p>

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
			process	
CD 1.2	Quality Council Initiative Assisting Parish Councils across Leicestershire achieve 'Quality Status'- the new government quality benchmark for Parish Councils and local communities.	Lead PT: Services and Communities	Targets and Milestones: 1. 10 Parish Councils achieving Quality Parish Council Status	Total Funding: £12,000 LCC Funding: £10,000 LRAPLC: £2,000
CD 1.3	Better Communities Award To adopt a focused approach to assisting the most disadvantaged groups in rural communities, providing innovative solutions to re-engage those within the community through individual capacity building initiatives.	Lead PT: Services and Communities	Targets and Milestones: 1. Develop and distribute publicity material on the Awards scheme by end of September 2004. 2. Hold 1 seminar for applicants, at which, minimum of 5 groups in attendance / minimum of 10 individuals supported (based on previous years' outputs). 3. Minimum of 5 projects funded (based on previous years' outputs) 4. Certificates of achievement issued to Award winners by end of March 2005. 5. Learning opportunities created for individuals – Minimum of 50	Total Funding: Leicestershire Learning and Skills Council's Local Intervention Development Fund (LID): £30,000
CD 1.4	Rural Safety Initiative To empower local communities and Parish Councils in tackling crime and disorder. Creating and implementing solutions that meet the needs of local communities and parish councils.	Lead PT: Services and Communities	Targets and Milestones: 1. 'Patch walks' in 4 identified Parishes – June 04 2. Identify and encourage the involvement of a further 6 new	Total Funding: £19,000 LCC Funding: £5,000

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
			Parishes – July 04 3. Assist Parishes in addressing issues highlighted in 'Patch walks' 4. Report Dec 04 to recommend way forward based on outcome	

Rural Strategy Strategic Objective: Accessibility (ACC)

The LRP will promote access to services, information and opportunities that is convenient, flexible, affordable and available to all:

- The effective use of existing facilities and services, by ensuring that they can be used by the widest possible range of groups and individuals and are accessible to all who might use them.
- The development of an effective and integrated transport network, including all forms of transport provision, to enable equitable access to work, leisure, and social opportunities.
- The provision of accessible information which is of relevance, interest or use to rural communities
- Action to remove barriers to participation in economic or skills development activity

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
ACC 2.1	East Leicestershire Transport Partnerships Working directly with rural communities following village appraisals, parish plans, CVS and VBs and other community development officers to identify, plan and develop appropriate transport solutions.	Lead PT: Rural Transport	Targets and Milestones: 1. To introduce two new transport projects for the East Leicestershire RTP in areas that have been identified by the RTP Officer during the consultation. 2. To extend into new areas, schemes that have arisen as a result of Citizens' Jury Youth Panel during 03/04. 3. Extending and rolling out successful	Total Funding: £29,000 LCC Funding: £11,000 District Councils: £8,000 Countryside Agency: £10,000

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
			<p>projects that have started in both East and West Leicestershire.</p> <p>4. Evaluating the possibility of replicating 'good practice' projects that are new to the East Leicestershire area.</p>	
ACC 2.2	<p>West Leicestershire Transport Partnership Working directly with rural communities following village appraisals, parish plans, CVS and VBs and other community development officers to identify, plan and develop appropriate transport solutions.</p>	Lead PT: Rural Transport	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. To introduce two new transport projects for the West Leicestershire RTP in areas that have been identified by the RTP Officer during the consultation. 2. Work with rural communities to identify specific transport needs and design, develop appropriate sustainable services. 3. Work with community transport groups to identify unmet transport needs in local areas. 4. Work with Youth Groups to design pilot schemes following the Leicestershire Young Person's Citizen Jury. 	<p>Total Funding: £33,000 LCC Funding: £11,000 District Councils: £12,000 Countryside Agency: £10,000</p>
ACC 2.3	<p>Information & Electronic Services Programme including Post Office Community Access Points (CAPs) The project will continue to provide technical support</p>	Lead PT: Information and Electronic Services PT	<p>Targets and Milestones:</p> <p>10 CAP's 5 villages with oral history on-line 10 villages schools on-line</p>	<p>Total Funding: £160,000 LCC Funding: £80,000</p>

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
	<p>to install, train and maintain CAP's, building on the work done with rural post offices and schools. Continuing to support Leicestershirevillages.com and assist community groups to provide and update village websites.</p> <p>Continue to work with parish councils to encourage uptake of 'e-government' websites and work with existing users to encourage best practice.</p>		<p>2 Parish records on-line 500 artefacts on-line 2 Information/Services made available 50 Parish Councils on-line</p>	
ACC 2.4	<p>Learning Ambassadors Project Network of workers will provide another way to help overcome the very local and personal barriers which prevent people from participating in learning in market towns and adjacent rural areas</p>	<p>Lead PT: Lifelong Learning PT</p> <p>Other PTs: Services & Communities</p>	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. 108 new learners embarking on learning opportunities with appropriate providers 	<p>Total Funding: £2,000 LCC Funding: £2,000</p>
ACC 2.5	<p>Pubs and Learning Project To extend the pilot project completed during 2003/04 and aim to widen the participation into education through sustainable partnerships and to improve the customer base for than landlords.</p>	<p>Lead PT: Lifelong Learning</p> <p>Other PTs: Service & Communities</p>	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. To increase the number of pubs involved in the project to 8 2. To run at least two courses at each of these new pubs 3. To become accredited to run the new qualifications 4. Offer training to pubs at affordable rates 5. To run a range of courses to meet the demand 	<p>Total Funding: £5,000 LCC Funding: £5,000</p>

Rural Strategy Strategic Objective: Rural Services (RS)

The LRP will enable service providers and community groups to deliver effective and equitable services to rural communities:

- The delivery of effective, equitable services that meet community needs. This involves recognition of the particular social, economic and geographic characteristics of individual communities.
- The retention and enhancement of existing rural services and facilities, whilst seeking alternative and innovative delivery methods that will be sustainable in the long term.
- The role of service providers in meeting specific rural community needs, by providing relevant information, advice, and resources.
- The development of community solutions to community needs by using the skills and knowledge of local people.

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
RS 3.1	Service Co-ordination Bringing service providers together to investigate opportunities to work more effectively by working together.	Lead PT: Services and Communities	Targets and Milestones: 1. 4 events to take place of which at least 2 to be linked to community consultation 2. At least 15 actions to be agreed at each event	Total Funding: £20,000 LCC Funding: £20,000
RS 3.2	Village Shop and Post Office Training Seminars Delivering training and information evenings to rural shopkeepers and sub postmasters throughout the county. Providing access to up to date knowledge and advice allowing retailers to benefit from	Lead PT: Services and Communities	Targets and Milestones: 1. 3 training and information seminars throughout the year. 2. 30 separate businesses to attend one or more seminars (around 45 individuals to benefit).	Total Funding: £6,000 LCC Funding: £2,000 LSEP: £1,250

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
	countywide good practice initiatives and the opportunity to learn from each other.		<ol style="list-style-type: none"> 3. October 04- first event marketed and held 4. January 05- second event marketed and held 5. March 05- final event marketed and held 	
RS 3.3	<p>Rural Services Support (including Post Office Development, Retail Support Grant and 2004 Post Office Survey</p> <p>Support rural retail businesses throughout Leicestershire by providing grants to improve the services and facilities that they provide to villages and their communities and give rural businessman and women the opportunity to train and receive information in order to improve their businesses.</p>	Lead PT: Services and Communities	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Minimum of 15 retail consultant visits to Village shops, post offices, pubs and garages 2. At least 10 business visits by RCC Officer to provide advice and record good practices. 3. Minimum of 7 grants made to appropriate businesses. 4. Survey every household in 10 Leicestershire Villages and aiming for a response rate of 15%. 	<p>Total Funding: £65,750 LCC Funding: £50,000 Countryside Agency: £3,333 District Councils: £1,667 LSEP: £10,750</p>
RS 3.4	<p>Post Office FAQ's</p> <p>Provide information through post offices to answer some of the questions that postmasters are asked most frequently about non Post Office services in the form of a Frequently Asked Questions leaflet.</p>	Lead PT: Services and Communities	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Autumn 2004 review the leaflets which were produced in early 2004 via a survey of postmasters 2. Depending upon outcome of this review, reprint the leaflet and provide a supply to all post offices in Leicestershire. 	Funded through the Better Access to Better Services budget

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
RS 3.5	<p>Market Towns Programme To improve the competitiveness of market towns and rural centres against a background of:</p> <ul style="list-style-type: none"> ▪ falling agricultural incomes, ▪ Difficulties accessing public transport ▪ Loss of banks, building societies and professional services ▪ Diversion of trade to out-of-town retail centres, larger retail centres and internet traders ▪ Problems of congestion and parking ▪ Need for maintenance of historic buildings. 	Lead PT: Services & Communities	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Production of Town centre maps 2. Implement Town centre environmental schemes 3. Employ a Market Town & Rural Centres Support Officer to assist centres without a dedicated officer. 4. LOTS/WOTS (living/working over the shop)/shop front improvement grant aid scheme 	<p>Total Funding: £254,300 LSEP Funding: £119,500 LCC Market Town Budget: £77,000 LCC (in kind): £32,800 Private Sector: £25,000</p>
RS 3.6	<p>Towns and Village Centres Programme The project aims to try and improve the appearance of the streetscape and adjacent public open spaces as a means of helping maintain the attractiveness of town and village centres for shopping and social activities.</p>	Lead PT: Services & Communities	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Establish initial list of target settlements and land purchase 2. Deliver works with key stakeholders 3. At least 3 schemes on the ground and at least another 3 in the development stage. 	<p>Total Funding: £117,000 LSEP Funding: £25,000 Lead Partner: £45,000 LCC Funding: £27,000 District/Parish Councils: £10,000 Landfill tax: £10,000</p>

Rural Strategy Strategic Objective: Economy (ECO)

The LRP will help to develop a vibrant and sustainable rural economy by supporting business development that recognises local needs:

- The co-ordination and delivery of business support to develop, or diversify, existing rural businesses and encourage entrepreneurial activity, particularly for uncompetitive sectors or those of greatest benefit to the rural economy.
- The sustainable development of the rural economy, including support for social enterprises.
- The co-ordination and delivery of training to enable skills development
- The development of new markets for products of benefit to the rural economy
- Further research into the rural economy to enable more effective intervention.

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
ECO 4.1	<p>Leicestershire Heritage Economic Regeneration Scheme (HERS) Programme</p> <p>A scheme of grant-aid to provide regeneration through the repair and refurbishment of historic commercial and community buildings and public open spaces in selected rural conservation areas.</p>	Lead PT: Rural Business Development	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Active targeting of buildings within selected settlements 2. Identifying new settlements to add to the HERS programme. 	<p>Total Funding: £180,000</p> <p>English Heritage: £80,000</p> <p>LSEP: £25,000</p> <p>Charnwood BC: £20,000</p> <p>Harborough BC: £5,000</p> <p>Blaby DC:</p>

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
				£5,000 Hinckley & Bosworth BC: £10,000
ECO 4.2	Rural Visitor Accommodation Scheme The project is providing financial assistance to help rural tourism businesses in Leicestershire diversify, upgrade their services and facilities to provide high-quality accommodation and attractions for visitors. This will assist in the regeneration of rural areas by achieving increases in employment, skills and new business formation.	Lead PT: Rural Business Development	Targets and Milestones: 1. 15 Tourism Marketing grants 2. 10 Accommodation Inspection grants 3. 20 Tourism Development grants 4. 4 Tourism Training grants Long-term aim is to increase the quality of visitor accommodation by getting more establishments accredited and improved.	Total Funding: £55,900 LSEP: £25,000 LCC (in kind): £3,900 District Councils (in kind): £3,000 Private Sector: £24,000
ECO 4.3	New Life for Redundant Buildings Scheme The scheme provides financial assistance to the owners of redundant buildings in rural Leicestershire to convert their premises to new economic uses. The grants enable potential applicants to obtain professional advice and services required to realise the conversion potential of redundant buildings and assistance towards the structural costs of conversion to new uses.	Lead PT: Rural Business Development	Targets and Milestones: 1. Advise 21 businesses 2. Develop 2 training seminars to be attended by 50 property owners 3. 7 buildings improved and brought back into use 4. Create/safeguard 14 employment/job opportunities	Total Funding: £254,900 LSEP Funding: £73,000 Private Sector: £146,500 LCC (in kind): £18,000 Carry Forward: £18,000
ECO 4.4	Rural Micro-Business Grants A grant scheme to support rural business development through improvements based on	Lead PT: Rural Business Development	Targets and Milestones: 1. Safeguard 4 jobs 2. Create 1 new business	Total Funding: £53,800

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
	<p>productivity, profitability, and the knowledge/skills base of employees.</p> <p>Rural micro businesses are invited to apply for up to 50% of funding towards eligible capital or revenue costs to help develop new or existing enterprises. The maximum available to applicants is £3,000.</p>			<p>LSEP Funding: £25,000 Private Sector Business: £25,000 LCC (In kind): £3,800</p>
ECO 4.5	<p>Farm Business Development Grants</p> <p>Farmers' Business Development Grants will be available to farmers to assist them to act upon ideas to diversify, add value or develop environmental schemes, as well as help with identification of training needs and skills development.</p> <ul style="list-style-type: none"> • The project will provide practical support for agricultural businesses to be able to diversify and add value to their current operation. • The project will also assist in strengthening the rural economy. 	<p>Lead PT: Rural Business Development</p> <p>Other PT: Lifelong Learning</p>	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Safeguard 3 jobs 2. Create 1 new business 	<p>Total Funding: £63,800 LCC SRB 6: £5,000 LSEP Funding: £25,000 LCC (in kind): £3,800 Private Sector: £30,000</p>
ECO 4.6	<p>Land-based Industries Training Scheme</p> <p>Aiming to address the difficulties land based sector businesses have had in developing training opportunities where in the past they've not been priority.</p> <p>Lantra, in conjunction with LSC will use this phase of training development to investigate and develop the linking of this provision to recognised qualifications.</p>	<p>Lead PT: Rural Business Development</p> <p>Other PTs: Lifelong Learning</p>	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. Develop a series of 30 learning opportunities 2. Develop 40 training plans 	<p>Total Funding: £36,400 LSEP Funding: £17,500 LCC (in kind): £3,900 LLSC: £5,000 Private Sector: £10,000</p>

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
ECO 4.7	<p>East Midlands Regional Food and Drink Festival 4 day festival in October 2004 to enhance and celebrate East Midlands food and drink, and use it to help develop the local economy</p>	Lead PT: Rural Business Development	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. 150 businesses engaged in cluster activities 2. 4 days of food festival 3. 1 programme of events 	<p>Total Funding: £122,400 LCC : £5,000 LSEP: £30,000 LCC (In Kind): £17,400 East Midlands Fine Foods: £30,000 Income: £28,000 Private Sector: £5,000 Other Public Sector: £7,000</p>
ECO 4.8	<p>Farmers' Market Support & Local Food Promotion Supporting the work of Leicestershire Food Links through employing a farmers market organiser whom supports the development of farmers markets, helping develop a system of farmers' market certification brand, and looking to extend the range of this brand.</p>	Lead PT: Rural Business Development	<p>Targets and Milestones:</p> <ol style="list-style-type: none"> 1. 1 job safeguarded 2. 2 community facilities created 3. 24 businesses engaged in cluster activities 4. 2 training seminars for producers 	<p>Total Funding: £27,500 LSEP Funding: £13,750 Public Sector: £4,800 Private Sector: £8,950</p>

Rural Strategy Objective: Young People (YP)

The LRP will enable young people to achieve the best quality of life by helping them take action to achieve their aspirations or meet their needs, and improving their influence on organisations that work with them:

- Enables the gathering and sharing of information on the needs of rural young people, particularly the vulnerable and isolated.
- Engages with young people in an effective and participative manner, ensuring that they have appropriate influence over issues that affect them
- Facilitates action by young people, or those working with them, that responds to their needs in a timely and appropriate manner.

The main content of the action plan was decided prior to the finalisation of the revised Rural Strategy. The development of actions under the Young People's section of the strategy will take place in the context of the 2005 – 2008 Action Plan, working closely with Leicestershire Together.

Actions undertaken so far

Leicestershire Together has identified young people as one of two priority themes for 2004 and is currently developing a number of projects to improve quality of life, access to services and information for and about young people. These include:

- A youth portal "The Jitty", which was developed by Oadby and Wigston Borough Council and is now being enhanced and rolled out across the county
- A youth section of the Community and Economic Information Portal which will provide Information about young people that can be used by agencies in developing and planning services for young people
- A Youth Crime Prevention Strategy has been drafted

Various transport ideas were put forward during the Young Persons Citizens Jury held in 2002 and these are being taken forward by the East and West Leicestershire Transport Partnerships (see Accessibility section of the Action Plan)

Rural Strategy Objective: Environment (ENVT)

The LRP will support activity that conserves or enhances a diverse environment and an accessible countryside, which is an attractive place to live, work or visit:

- An improved understanding of the environment and the effect it has, now and in the future, on social and economic activity in rural areas.
- A range of activities in conjunction with ENABLE (Environmental Action for a Better Leicestershire) including the promotion of energy efficiency, agri-environment schemes and environmentally sensitive farming, land management and diversification, the protection of key landscape and heritage resources and creation of new wildlife sites
- A sustainable balance of activity that maximises and enhances environmental resources, whilst protecting the countryside from inappropriate development.
- Sustainable access to the countryside.

The main content of the action plan was decided prior to the finalisation of the revised Rural Strategy. The development of actions under the Young People's section of the strategy will take place in the context of the 2005 – 2008 Action Plan, working closely with ENABLE (Environmental Action for a Better Leicestershire).

Rural Strategy: Other LRP Activities

Project No.	Project Title and Description	Programme Team	Key Targets and Milestones	Project Funding Responsible Partners and Funding Sources
N/a	<p>Communications Officer Improving the internal and external communications of the Leicestershire Rural Partnership</p>	-	<ol style="list-style-type: none"> 1. 8 presentations to key partners and local organisations promoting the work of the LRP. 2. At least 25 references in local media to the work of the LRP and projects in rural Leicestershire. 3. 4 editions of the LRP newsletter "Oakleaves". 4. 1 annual rural conference, attracting at least 100 delegates. 5. Supporting events and publicity for specific LRP projects (e.g. seminars). 	£21,000
N/a	<p>Printing, Conference and Administration Costs Funding the annual conference, plus other costs of the Leicestershire Rural Partnership</p>	-	<ol style="list-style-type: none"> 1. To hold a successful LRP conference attended by at least 100 delegates 	£13,000