

Kent Rural Delivery Framework Implementation Plans

Action Plan 1: Supporting Rural Enterprise

Key Objectives	Why?
<p>1. Develop Kent's rural knowledge economy</p>	<ul style="list-style-type: none"> ➤ ICT developments are creating significant potential for growth in the rural knowledge economy and creative industries ➤ Rural 'knowledge worker' commuting hinterlands around London are important areas of knowledge driven business development, engendering a geographical advantage for Kent. ➤ There are considerable knowledge economy opportunities surrounding non-food crops, environmental technologies and the associated infrastructure – building upon Kent's cluster of knowledge intensive food and agricultural businesses. ➤ Rurally-located home-based businesses represent a significant growth opportunity for Kent's economy
<p>2. Work with rural businesses and communities to build a strong entrepreneurial culture</p>	<ul style="list-style-type: none"> ➤ Entrepreneurial and innovative approaches will be key to addressing many of the issues affecting rural areas ➤ SEEDA's RES identifies that Kent has significant untapped potential for business start-ups in rural areas and women's enterprise ➤ Community enterprises can provide innovative solutions to the provision of essential rural services, where the market has failed e.g. village shops
<p>3. Facilitate the 'new agricultural revolution'</p>	<ul style="list-style-type: none"> ➤ CAP reform has created a significant need for diversification within farming ➤ Average farm incomes has fallen, creating a need to restore profitability within many agricultural businesses
<p>4. Increase the proportion of rural businesses involved in added-value activities</p>	<ul style="list-style-type: none"> ➤ High levels of basic commodity production exist within Kent – 84% of farmers are not involved in any added value activities. ➤ Commodity prices are generally low; adding value can increase farm-based income and GVA for the sector ➤ Consumer demand for convenience food products is growing (particularly within London and the South East) ➤ Increasing consumer sophistication is creating demand for more added value and specialised tourism products e.g. themed/guided walks, local produce menus ➤ Non-food crops represent a key opportunity to add value
<p>5. Focus on the market, to grow demand for Kentish Products</p>	<ul style="list-style-type: none"> ➤ Following CAP reform, farmers need to reconnect with the consumer to understand their markets and the supply chain better ➤ The global economy is radically transforming with the emerging economies of China, India, Brazil and Russia creating new markets and competition ➤ Concern over the environment – especially food miles and air miles – will create new opportunities for Kent's rural economy.

1. Develop Kent’s Rural Knowledge economy

What	Indicative actions	Prospective partners include:	Links
a) Put Kent’s rural knowledge economy on the radar	<ul style="list-style-type: none"> ➤ Raise awareness of how ICT enabled, rural-based knowledge based businesses are a key economic growth sector for Kent ➤ Rural proof regional knowledge economy policies, and ‘knowledge economy proof’ rural development policy ➤ Increase opportunities to retain graduates from Kent’s rural and urban areas within higher value, rural knowledge economy employment 	KCC, Business Link Kent, SEEDA, District Councils	Kent Agreement, Outcome 8, Kent Prospects Priority 8 &16 SEEDA RES 10.3 Vision for Kent Towards 2010 (6)
b) Develop ICT infrastructure to build rural competitiveness	<ul style="list-style-type: none"> ➤ Secure <i>competitive</i> rural access to the next generation high speed broadband ➤ Improve knowledge of broadband availability across rural Kent ➤ Promote the business benefits of investing in and applying ICT, broadband and wireless technologies - beyond most basic levels ➤ Establish community hubs to access wireless broadband in rural areas 	Kent Broadband Partnership, KCC, SEEDA, Telecommunication companies, Kent Connects, Business Link Kent	Kent Prospects Priority 3 SEEDA RES 10.3, Towards 2010 (2) Vision for Kent
c) Grow Kent’s cluster of knowledge intensive food and agricultural businesses	<ul style="list-style-type: none"> ➤ Continue to connect the land-based sector’s knowledge base and industry through the Kent Rural Taskforce knowledge network ➤ Identify new opportunities for the County’s land-based knowledge base to collaborate to drive innovation across the sector 	Kent Rural Taskforce, KCC, PINK	Kent Prospects Priority 14, Towards 2010 Vision for Kent, SEEDA RES 2.1,5.4
d) Develop the potential of home based businesses in rural areas	<ul style="list-style-type: none"> ➤ Establish wider recognition of the importance of home-based businesses in Kent’s rural economy ➤ Create and support business networks that underpin and appeal to the home-based sector ➤ Assist in the creation of ‘hub facilities’ that offer locally-appropriate range of services and meeting spaces to home-based businesses ➤ ‘Mainstream’ business support for home-based rural businesses ➤ Champion a pro-active approach to planning applications to accommodate business in the home 	KCC, District Councils, SEEDA, Business Link Kent, Chambers of Commerce	SERDF (EDE) 1c SEEDA RES (Rural), 5.3, 5.4, 5.5, 5.9,10.3 Towards 2010 (1,6,34) Vision for Kent, Kent Prospects Priority 17

2. Work with rural businesses and communities to build a strong entrepreneurial culture

What	Indicative actions	Prospective partners include:	Links
a) Focus on developing skills to meet the changing needs of Kent's rural economy	<ul style="list-style-type: none"> ➤ Foster productivity skills to support the competitiveness of Kent's rural knowledge and home-based business economy ➤ Develop skills and learning opportunities to enable a new entrepreneurial diversification culture in the land-based sector ➤ Work with schools to cultivate a new generation of rural entrepreneurs in Kent 	Kent Local Skills Productivity Alliance, Hadlow College, KCC, LSC	14-19 Learner Strategy, SEEDA RES 5.8,10.1 6.1SERDF (EDE) 5a, Kent Prospects Priority 20 &13 Towards 2010 (4,6,15,16) Vision for Kent
b) Develop integrated, customer-focused support for rural businesses	<ul style="list-style-type: none"> ➤ Audit existing advisory support services in Kent to establish existing provision and gaps for rural businesses ➤ Join up and simplify existing business support provision where appropriate ➤ Facilitate greater collaboration, networking and mentoring amongst rural businesses - especially food producers, farmers, tourism and home-based businesses 	SEEDA, Business Link Kent, KCC, Sustainable Food and Farming Board, Kent Tourism Alliance, PINK, Kent Downs AONB, Area Investment Frameworks	SERDF (EDE) 1a, 8a, SERDF (FF)1a, Kent Prospects Policy 15 &17, Towards 2010 (4) SEEDA RES 5.1
c) Produce a step-change in the number of rural business start ups	<ul style="list-style-type: none"> ➤ Promote the increasing entrepreneurial potential of Kent's rural areas ➤ Highlight examples of successful rural enterprises and entrepreneurs to raise awareness amongst potential entrepreneurs ➤ Raise awareness of the potential economic gains of increasing no. of female entrepreneurs in rural areas – especially through home-based businesses ➤ Make women-friendly support available to every woman in Kent – especially in areas of concentrated rural deprivation 	KCC, Business Link Kent, SEEDA, Enterprise Gateways, Chambers of Commerce, Women's Institute, Supporting Independence Programme	SEEDA RES 5.2, 5.5, 5.9 5.4 SEEDA's Women's Enterprise Strategy Towards 2010 (1, 2,4,6,9)
d) Grow community enterprise	<ul style="list-style-type: none"> ➤ Develop community capacity and skills to develop social enterprise ventures, particularly in disadvantaged communities ➤ Maximise the opportunities presented by new funding streams to support the start up of new social enterprises and community based businesses 	Action with Communities in Rural Kent, Business Link Kent, SEEDA, KCC, voluntary and community organisations, LSC	SERDF (EDE) 1c & 4a, (E) f Kent Prospects Priority 10 SEEDA RES5.5

	(particularly in deprived areas)		
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3. Facilitate the ‘new agricultural revolution’

What	Indicative actions	Prospective partners include:	Links
a) Make Kent a showcase county for non-food crops	<ul style="list-style-type: none"> ➤ Develop a series of practical demonstration projects to promote non-food crop production within Kent ➤ Build the necessary links between the County’s agricultural base and the R&D sector and establish a knowledge transfer network ➤ Encourage use of crop-derived materials through public procurement procedures ➤ Establish a global non-food crops centre in Kent 	<p>KCC, Business Link Kent, SEEDA, South East Sustainable Food and Farming Board , Kent Rural Taskforce</p> <p>United Nations, Imperial College, Private Sector</p>	<p>SERDF (EDE) 2a, 2b, 7b Towards 2010 (44) Vision for Kent Kent Prospects Priority 16 SEEDA RES 1.2,2.2, 5.4, SEEDA RES rural</p>
b) Facilitate further diversification and innovation (to restore profitability)	<ul style="list-style-type: none"> ➤ Ensure that the land-based sector has access to appropriate support and advice e.g. KDRAS scheme ➤ Disseminate best practice and research to foster confidence in innovation, and investment ➤ Develop capacity to maximise the take up of funding within the new RDPE across Kent ➤ Realise opportunities for the rural offsetting of greenhouse gas mitigation for the land-base sector e.g. CCX scheme run by Hadlow College 	<p>Kent Downs AONB, Business Link Kent, KCC SEEDA, FWAG, Hadlow College South East Sustainable Food and Farming Board, West Kent Partnership</p>	<p>SERDF (FF)1c, (EDE)2b Vision for Kent, Kent Prospects Priority 18 SEEDA RES 5.4</p>
c) Ensure that the planning system recognises and accommodates the changing needs of Kent’s land-based sector	<ul style="list-style-type: none"> ➤ Raise awareness of rural planning issues within planning authorities ➤ Proactively influence local and regional planning policies to ensure that planning system is able to accommodate appropriate rural business development 	<p>KCC, District Councils, SEERA, Kent Downs AONB, CLA, NFU</p>	<p>SEEDA RES 7.3, 7.4</p>
d) Research future impact of globalisation on Kent’s land-based sector	<ul style="list-style-type: none"> ➤ Research the future impact and opportunities of the growth of emerging world economies e.g. China on Kent’s land-based sector 	<p>KCC, NFU, CLA, Kent Rural Taskforce</p>	<p>SEEDA RES, Kent Prospects Priority 18</p>

4. Increase the proportion of rural businesses involved in added-value activities

What	Indicative actions	Prospective partners include:	Links
a) Develop more premium (higher-value) Kentish food products	<ul style="list-style-type: none"> ➤ Build capacity and enable more farmers and local producers to engage in added value activities ➤ Develop more higher value specialist food products ➤ Achieve PDO/PGI status, where applicable, for local food products 	Produced in Kent, South East Sustainable Food and Farming Board	Kent Prospects Priority 14 & 24 Vision for Kent SEEDA RES 5.4, SEEDA RES rural
b) Add value to Kent's rural tourism offer	<ul style="list-style-type: none"> ➤ Create more added value tourism products e.g. themed /guided walks (based on existing public rights of way), wildlife safaris, adventure sports, local produce menus etc ➤ Develop more quirky, high quality rural accommodation to raise the profile of rural Kent as a trendy 'short break' destination ➤ Facilitate more community tourism initiatives linked in mainstream tourism marketing activities in Kent e.g. church trails, genealogy archives, local history trails etc ➤ Establish Kent as a 'food tourism' destination 	KCC, Kent Tourism Alliance, Tourism South East, Kent Rural Tourism Group, Kent Wildlife Trust, Church and Society, Produced in Kent, Action with Communities in Rural Kent, Hidden Britain (SERCC), Forestry Commission	SERDF (EDE) 2a, 2b, (FF) 1b, Towards 2010(7) Kent Prospects Priority 12 SEEDA RES 5.3, SEEDA RES rural
c) Develop high-value added products from non-food crops	<ul style="list-style-type: none"> ➤ Develop the research base to create innovative products from non-food crops – with particular emphasis on bio-degradable materials and high value nutraceuticals, cosmetics and therapeutic compounds 	Kent's Research Base, Kent Rural Taskforce	Kent Prospects Priority 14 & 23 SEEDA RES 3.8
d) Innovate through collaboration	<ul style="list-style-type: none"> ➤ Assist farmers and producers to add value, especially through brokering collaborative arrangements/ joint ventures ➤ Learn from best practice through transnational and inter-regional co-operation initiatives ➤ Join up and further develop the County's rural tourism initiatives 	Produced in Kent, SE Sustainable Food and Farming Board Kent Rural Tourism Group	SERDF (EDE) 2a, 2b, (FF) 1a Kent Prospects Priority 21 Kent Prospects Priority 12& 8 SEEDA RES 3.9,5.4

5. Focus on the market, to grow demand for Kentish Products

What	Indicative actions	Prospective partners include:	Links
a) Reconnect farmers with their market	<ul style="list-style-type: none"> ➤ Maximise direct sales opportunities for farmers and local producers (farm shops, farmers markets, direct selling) ➤ Run awareness raising campaign based on environmental benefits of local food ➤ Develop and promote educational programmes about local food for Kent schools (including the Living Land) 	Produced in Kent, Kent County Agricultural Society, NFU, CLA, KCC, District Councils, South East Sustainable Food and Farming Board	SERDF(EDE) 7c, (FF) 1c Towards 2010 Kent Prospects Priority 24
b) Grow niche markets through creating the right products	<ul style="list-style-type: none"> ➤ Research and further develop market-led niche tourism offers e.g. activity and adventure breaks, church walks, wildlife tourism, aviation heritage etc. Ensure that these are linked in mainstream tourism marketing initiatives e.g. KTA, VisitBritain to maximise their impact in the market place. ➤ Support the further development of walking, cycling and equestrian tourism products 	VDACS (Virginia), Kent Tourism Alliance, Kent County Agricultural Society, Hadlow, SEEDA, KCC/ Equestrian Community, KCC Countryside Access Group, Kent Wildlife Trust, District Councils, Forestry Commission, Church in Society	SERDF(EDE) 3a, Kent Prospects Priority 4
c) Identify opportunities to link local suppliers with public and private procurers	<ul style="list-style-type: none"> ➤ Work to supply Kent schools and hospitals with locally produced fruit and vegetables ➤ Increase use of local produce within pubs, restaurants and tourism businesses ➤ Encourage Kent Tourism Alliance members to sign up to using local produce 	PINK, KCC, NHS, District Councils, Kent Tourism Alliance, TSE, SEEDA, South East Food Group	SERDF (EDE) 7d SEEDA RES (Rural), 7.1,7.2,12.5 Vision for Kent, Kent Prospects Priority 23
d) Exploit the geographical proximity of the London and wider south east market	<ul style="list-style-type: none"> ➤ Seek further opportunities for retailing Kentish products within London outlets, particularly through establishing a dialogue with major retailers e.g. supermarkets ➤ Maximise opportunities for Kent identified within the London Food Strategy ➤ Capitalise on rural tourism and local food opportunities for Kent arising from the 2012 London Olympics 	Produced in Kent, Kent Tourism Alliance	Vision for Kent, SEEDA RES rural

Action Plan 2: Fostering Vibrant Rural Communities

Key Objectives	Why?
<p>1) Create cohesive and dynamic rural communities</p>	<ul style="list-style-type: none"> ➤ Local communities need to develop the social capital and capacity to develop projects to address local needs ➤ Voluntary and community-led initiatives can make a real difference in rural communities ➤ Many rural communities are experiencing considerable and diverse change
<p>2) Develop an innovative and entrepreneurial approach to rural service provision</p>	<ul style="list-style-type: none"> ➤ ICT is creating new opportunities for innovative service delivery in rural areas ➤ 50% of independent rural shops and post offices are at risk of closure within 3 years ➤ Community enterprises can provide innovative solutions to the provision of essential rural services where the market has failed e.g. providing village shops, retaining rural pubs, community transport, child care etc
<p>3) Improve rural access and transport provision</p>	<ul style="list-style-type: none"> ➤ 13% of rural households have no access to a car ➤ Rural residents suffering from transport poverty face severe restrictions in job and quality of life opportunities ➤ Rural centres and businesses suffer loss of clients if people from surrounding areas are unable to access them at suitable times
<p>4) Increase the provision of affordable rural housing to meet local needs</p>	<ul style="list-style-type: none"> ➤ House prices in rural areas have risen faster and to higher levels than in towns ➤ 45% of prospective newly forming householders (16-35) in rural areas could not afford to set up home where they currently live; only 2% of wards in the South East are affordable ➤ Between 924 & 1,925 affordable homes are needed in rural Kent per year to meet local need compared to current build of about 90 per year ➤ A lack of affordable housing is stifling rural enterprise as lower paid workers cannot afford to live locally ➤ Families are being increasingly separated by distance in rural areas leading to a loss social infrastructure e.g. ability to care for elderly relatives, provision of childcare
<p>5) Address rural disadvantage and support independence</p>	<ul style="list-style-type: none"> ➤ Kent contains half of the South East's share of most deprived rural areas ➤ 1 in 5 rural households (32,000) are classified as being in poverty ➤ Parts of rural Kent such as the Isle of Sheppey and Romney Marsh suffer from isolation and a concentration of deprivation with a high reliance on benefits ➤ There is a need to challenge the myth of the rural idyll and establish a greater understanding of the nature and extent of rural deprivation and disadvantage

1. Create cohesive and dynamic rural communities

What	Indicative actions	Prospective partners include:	Links
<p>a) Increase the number of rural communities in undertaking community planning initiatives</p>	<ul style="list-style-type: none"> ➤ Increase the number of parish councils attaining Quality Parish Status ➤ Raise awareness of the effectiveness of parish planning as a tool for community engagement ➤ Use parish plans and town healthchecks to identify local need and community-led solutions ➤ Link community planning initiatives into Sustainable Community Strategies and Local Development Frameworks 	<p>Action with Communities in Rural Kent, Kent Rural Towns Group, District Councils, Parish Councils, Kent Association Parish Councils, Kent Partnership</p>	<p>SERDF E4a,b,g,k, SERDF 5a K Ag 13 Vision for Kent Towards 2010 (14), SEEDA RES 14.1,14.4</p>
<p>b) Develop community capacity – especially in deprived rural areas – to create a new generation of community entrepreneurs</p>	<ul style="list-style-type: none"> ➤ Train community leaders and champions in local project management, community enterprise and funding raising ➤ Promote best practice examples to further assist the incubation and activation of innovative rural projects ➤ Broker better networking and mentoring between communities to share fund-raising know-how e.g. Funding Buddies project ➤ Increase collaboration between voluntary groups to maximise resources and impact ➤ Develop more volunteering opportunities – especially for older people 	<p>Action with Communities in Rural Kent, Business Link Kent, Brighter Futures Group, Consortium Infrastructure Development Board, Kent CAN</p>	<p>Towards 2010 (63) Vision for Kent SERDF EDE4 SERDF E4h, SEEDA RES 14.4</p>
<p>c) Increase social inclusion within Kent’s rural communities</p>	<ul style="list-style-type: none"> ➤ Develop cross generational projects eg local history recordings ➤ Encourage communities to collaboratively host festivals, local events and sports activities ➤ Mobilise volunteers to help those who are lonely or isolated ➤ Identify activities to include and integrate isolated and disadvantaged groups e.g. migrant workers, so they can become active members of their rural community 	<p>Parish Councils, local partnerships, groups and societies , church and faith groups in the community, Action with Communities in Rural Kent, Kent Association of Parish Councils, PCTs, KCC, VCS</p>	<p>KAg 13.4, SEEDA RES 14.4</p>
<p>d) Develop healthy and safe communities in which people feel proud</p>	<ul style="list-style-type: none"> ➤ Work with community wardens to engage rural communities in tackling community safety, crime reduction and anti-social behaviour ➤ Maximise opportunities provided by Kent’s open spaces and public right of way network for exercise ➤ Recognise the health benefits for rural communities arising participating in social activities 	<p>Emergency services, CDRPs, KCC, parish councils, Neighbourhood Watch, KCC Countryside Access Group, ACRK</p>	<p>SERDF E5d T2010–57,58 KAg 10,12 Vision for Kent</p>

2. Develop an innovative and entrepreneurial approach to rural service provision

What	Indicative actions	Prospective partners include:	Links
<p>a) Develop innovative ways of delivering rural services</p>	<ul style="list-style-type: none"> ➤ Exploit ICT to deliver virtual services e.g. telecare and telehealth schemes ➤ Learn from and promote best practice examples ➤ Support community enterprise delivery e.g. community stores, village farmers markets ➤ Encourage mobile outreach facilities and outreach services to rural communities e.g. training and job seeking advice 	<p>PCTs, KCC, Adult Services, Kent Association for Rural Retailers, Action with Communities in Rural Kent, church and faith groups in the community, LSC, service and education providers</p>	<p>Towards 2010 (52) Vision for Kent SERDF 5e, SEEDA RES rural</p>
<p>b) Apply entrepreneurial approaches to managing community assets</p>	<ul style="list-style-type: none"> ➤ Maximise the potential of existing rural community buildings to act as 'hubs' to delivery a range of services ➤ Promote best practice to encourage more communities to think creatively e.g. Shipbourne farmers market held in local church ➤ Extend the opening hours and patronage of community facilities as providers of meeting space and activities for the full spectrum of community interests 	<p>ACRK, Church/Worship centres, rural libraries & Shops/POs Extended Schools sports clubs, AE, church and faith groups in the community</p>	<p>SERDF 5be T2010-29 Towards 2010 (4) Vision for Kent SEEDA RES 14.4</p>
<p>c) Develop existing and new community enterprises to provide locally needed and distinctive services</p>	<ul style="list-style-type: none"> ➤ Provide advice and support for community enterprise ➤ Increase availability of flexible and affordable childcare – especially for women entrepreneurs ➤ Provide mentoring for community entrepreneurs e.g. Funding Buddies 	<p>Surestart, Healthy Living centres, VHs, SEEDA , Action with Communities in Rural Kent, VCS, church and faith groups in the community, Business Link Kent</p>	<p>SERDF E4f,EDE4 CRC RH P6 Towards 2010 (4), SEEDA RES 14.4</p>
<p>d) Establish small rural towns as 'capitals' of their surrounding hinterland</p>	<ul style="list-style-type: none"> ➤ Explore the potential to co-locate services in town centres especially where this provides an alternative to travel to urban centres ➤ Develop the role of small rural towns to provide infrastructure for home-based businesses ➤ Develop loyalty schemes in rural towns to encourage fuller use of services and facilities 	<p>Service providers, Chambers of Commerce, Kent Rural Towns Group, Kent Association for Rural Retailers, ACRK, KAPC</p>	<p>SEEDA RES rural Towards 2010 (3) Towards 2010 (29)</p>

3. Improve rural access and transport provision

What	Indicative actions	Prospective partners include:	Links
<p>a) Promote public and community transport services for greater patronage</p>	<ul style="list-style-type: none"> ➤ Consult a range of potential user groups and target services and information to their needs ➤ Develop privilege schemes to enhance passenger transport usage ➤ Monitor the impact of the pilot youth travel pass for those living in rural Tunbridge Wells and Canterbury ➤ Develop joined up timetabling to integrate services to people's journey needs 	<p>Operators, KCC, Rural Transport Partnerships, Action with Communities in Rural Kent Community Rail Partnerships</p>	<p>Defra RS04 – T2010-35 KMSP TP9</p>
<p>b) Facilitate and support the further development of community transport schemes</p>	<ul style="list-style-type: none"> ➤ Secure better joint working and stronger funding for Rural Transport Partnership work ➤ Commission a study to quantify the social exclusion impacts caused by transport poverty and how they can be addressed ➤ Develop more innovative local projects, eg brokerage to extend usage of minibuses, dial-a-ride, wheels to work & learning, car-share, voluntary car schemes, post buses ➤ Learn from, and consolidate best practice 	<p>KCC , Action with Communities in Rural Kent, SEEDA, KCC, Rural Transport Partnerships</p>	<p>SERDF E4d SERDF E4f</p>
<p>c) Maintain supported public and services-related transport to rural areas to ensure access to employment, health, education and other services</p>	<ul style="list-style-type: none"> ➤ Secure Quality Bus Partnership funding of rural bus services ➤ Link the Accessibility Study to rural demographic information in the planning of rural public transport routes including Kent Karrier ➤ Increase access for vulnerable groups to affordable and easily accessible transport (bus passes, taxi vouchers) 	<p>PT Operators , KCC Public Transport, District Councils, PCTs, Schools</p>	<p>SERDF 4de CRC RH P8, P16</p>
<p>d) Develop the rural public rights of way network to improve rural accessibility</p>	<ul style="list-style-type: none"> ➤ Improve information on access to Kent's public rights of way network ➤ Improve the connectivity of the rights of way network to other access provision in rural areas, e.g. country parks. ➤ Improve the rights of way network to encourage a modal change from private car to walking and cycling for short journeys in rural areas e.g. schools, employment & village shop trips ➤ Create better connectivity between the urban fringe and rural areas ➤ Increase opportunities for cyclists and equestrians to use traffic free routes e.g. Greenways 	<p>KCC Countryside Access Group, Kent Local Access Forum, Equestrian Community, Sustrans</p>	<p>Rights of Way Improvement Plan Local Transport Plan (ACC3) South East Plan Policy T2 Vision for Kent Towards 2010 (45), One Planet Living Principles</p>

4. Increase the provision of affordable rural housing to meet local needs

What	Indicative actions	Prospective partners include:	Links
<p>a) Raise awareness of issue – and its wider impacts</p>	<ul style="list-style-type: none"> ➤ Further develop the existing rural evidence to quantify need ➤ Demonstrate wider impacts for rural businesses, rural communities and the environment ➤ Gain public support through promoting best practice examples ➤ Learn from and promote the best practice achieved by Rural Housing Enablers 	<p>District Councils, Kent Rural Housing Group, Action with Communities in Rural Kent, KCC, Kent Rural Board</p>	<p>SERDF Hsg 1,2a SEEDA RES 9.2 Vision for Kent</p>
<p>b) Further develop mechanisms for delivering affordable rural housing</p>	<ul style="list-style-type: none"> ➤ Consolidate and extend the service provided by Rural Housing Enablers ➤ Extend coverage of parish level local needs housing surveys ➤ Explore whether community land trusts can add to the delivery of affordable rural housing in Kent ➤ Encourage land owners to consider how they can contribute to the delivery of affordable rural housing ➤ Build upon the success of initiatives such as Kent’s ‘No Use Empty’ to create additional affordable rural housing – especially vacant spaces over shops in market towns 	<p>Kent Housing Group, Action with Communities in Rural Kent - Rural Housing Enablers, Parish Councils, District Councils, KCC. NFU, CLBA, Church Commissioners, Chambers of Commerce</p>	<p>Affordable Rural Housing Commission Report ch 5, 6 SEEDA RES 9.1, 9.9 SERDF Hsg 2b Vision for Kent Towards 2010:39</p>
<p>c) Work in partnership to increase commitment and funding</p>	<ul style="list-style-type: none"> ➤ Hold housing summit session for all relevant participants and opinion formers ➤ Secure longer-term funding for the independent Rural Housing Enabler Service ➤ Secure adequate, dedicated funding for housing schemes 	<p>Kent Housing Group, Kent Rural Housing Group – Kent Rural Board. Local Authorities, Action with Communities in Rural Kent, RSLs–housing associations</p>	<p>Affordable Rural Housing Commission Report ch 4, 7 SEEDA RES 9.1 SERDF Hsg 2d</p>
<p>d) Work with communities to develop affordable rural housing that meets their needs</p>	<ul style="list-style-type: none"> ➤ Bring forward schemes that are in scale and character with their surroundings to foster community acceptance ➤ Apply conditions such as local residence and in perpetuity clauses to affordable housing development ➤ Implement resource efficiency in affordable housing schemes 	<p>Local Authorities, Action with Communities in Rural Kent, RSLs–housing associations</p>	<p>One Planet Living Principle SEEDA RES 9.2, 9.8 & rural SERDF Hsg 2c Kent Agreement Outcome 17:2 Towards 2010:40</p>

5. Address rural disadvantage and support independence

What	Indicative actions	Prospective partners include:	Links
<p>a) Raise understanding amongst policy makers and service providers of the nature and extent of deprivation in rural Kent</p>	<ul style="list-style-type: none"> ➤ Challenge the myth of the rural idyll amongst policy makers through creating greater awareness about rural deprivation ➤ Use the Kent rural evidence base findings to demonstrate the extent of inter-regional disparities in rural deprivation across the South East to ensure fair resource allocations ➤ Consider rural disadvantage at all stages of policy (design, implementation targeting of resources etc) to ascertain impact on rural communities ➤ Target people not places to ensure that those suffering from deprivation in more affluent areas are not further disadvantaged 	<p>KCC, District Councils, service providers Supporting Independence Programme</p>	<p>SERDF E1a, b</p>
<p>b) Further map and identify rural disadvantage</p>	<ul style="list-style-type: none"> ➤ Undertake research to further understand and quantify the different types of rural disadvantage (access, financial, network-related etc) - and their causes to inform policy, targeting of resources and delivery ➤ Apply increasingly sophisticated research methods and tools to further analyse rural deprivation 	<p>KCC Analysis and Information Team and Supporting Independence Programme, SEERA, CRC, DCLG, Defra, GOSE, SEERA, ACRK</p>	<p>CRC Rural Disadvantage SERDF E1 PSA priority districts GOSE/SEERA</p>
<p>c) Work with disadvantaged groups in rural areas to identify and meet need through multi-agency activity</p>	<ul style="list-style-type: none"> ➤ Ensure community consultations ask specific people groups what restricts their independence and how to meet their aspirations e.g. younger and older people ➤ Increase the disadvantaged voice within local decision making ➤ Explore ways of providing information and support in more appropriate and joined-up ways ➤ Establish a multi-agency approach to address the needs of migrant workers ➤ Use local produce in addressing issues of food poverty 	<p>Service providers, KCC, District Councils, CRC, VCS, Action with Communities in Rural Kent, Parish Councils, church and faith groups in the community, NFU</p>	<p>SERDF E2, E4j CRC RH P3,20 KCC SIP Vision for Kent SERDF E2a, SEEDA RES 14.4</p>
<p>d) Extend opportunities for young, old, disabled people and other special groups to increase their independence and social inclusion</p>	<ul style="list-style-type: none"> ➤ Support older people and people with disabilities to live independently in their own homes through schemes such as telecare, telehealth and HandyVan service ➤ Harness the potential of the voluntary sector to collaborate with statutory providers of care services for the infirm, mentally ill and disabled etc. ➤ Ensure educational opportunities are 	<p>Youth Forum, KCC, Age Concern, PCs, youth clubs, VSC, church and faith groups in the community, LSC</p>	<p>SERDF E5 KAg 7 Vision for Kent SEEDA RES 6.5,14.4</p>

	accessible to those of poorer households or with low skill levels		
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Valuing the Rural Environment

Key Objectives	Why?
1) Conserve Kent's distinctive rural character and sense of place	<ul style="list-style-type: none"> ➤ Kent has a variety of distinctive and iconic landscapes which are intrinsic to its identity and sense of place ➤ Kent has a higher percentage of protected landscapes than the regional average : 52% of the county is covered by landscape designations ➤ Between 1990-1999, 35% of Kent's orchards and hop areas were lost in Kent ➤ The increasing homogenisation of places and culture is resulting in a gradual erosion of local distinctiveness and development of 'clone towns' ➤ Kent has the highest percentage of ancient woodland of any County in England
2) Helping the land-based sector to adapt to the impacts of climate change	<ul style="list-style-type: none"> ➤ The South East is predicted to experience greater impacts than any other UK region. Wetter stormier winters and drier, hotter summers are forecast with measurable sea-level rises by 2050 and more frequent extreme weather. ➤ Climate change will create new risks for the land-based sector (extreme weather events, new pests/diseases, water scarcity). There will also be opportunities to develop new varieties and types of crop.
3) Increasing the production and consumption of renewable energy across rural Kent	<ul style="list-style-type: none"> ➤ The South East is facing a prospective 'energy gap' ➤ Growth in global demand and political instability have created a need for secure, affordable & sustainable energy supplies ➤ Combustion of fossil fuels is a key contributor to Carbon Dioxide emissions ➤ Sub-regional planning targets for renewable energy in Kent require 111MW (installed capacity) by 2010
4) Proactively manage the impacts of urban growth	<ul style="list-style-type: none"> ➤ Kent has 2 of the South-East's growth areas (Ashford & Thames Gateway) and adjoins Greater London. There is a need to consider the impacts this will have on the countryside. ➤ The urban fringe (peri-urban) is an important component of Kent's environment However, the intensity of pressures which face these areas mean that they offer a real challenge in terms of management. ➤ There is a need to recognise increasing urban-rural inter linkages and interdependencies
5) One Planet Living (living within environmental limits)	<ul style="list-style-type: none"> ➤ The South East is one of the driest, yet most densely populated parts of the UK. Domestic water consumption is approximately 169 litres per person per day in the South East and rising. This is 15 litres more than UK average ➤ Combustion of fossil fuels is a key contributor to CO2 emissions ➤ It takes an area almost 30 times larger than the South East to support the region's consumption ➤ All rural residents and businesses need to consider ways of reducing their ecological footprint

1. Conserve Kent’s distinctive rural character and sense of place

What	Indicative actions	Prospective partners include:	Links
<p>a) Find new ways of maintaining iconic landscapes such as orchards, woodlands & chalk downland</p>	<ul style="list-style-type: none"> ➤ Pilot innovative projects to conserve traditional Kentish landscapes e.g. Mid-Kent Downs Orchards Project, off-setting schemes ➤ Develop promotional campaigns, leaflets to enhance consumer understanding of the links between locally produced products and landscape conservation e.g. food themed-walking trails ➤ Develop the market for, and supply of local products that directly assist the conservation of distinctive landscapes e.g. Kent Downs & Romney Marsh Lamb, food packaging from Kentish wood chips ➤ Establish new uses and markets for traditional Kentish products e.g. beta-acids from hops 	<p>Kent Downs AONB, KCC, Produced in Kent, KCC, Kent Tourism Alliance, Hadlow College, research sector, Countryside Management Partnerships</p>	<p>South East Sustainable Food & Farming Plan Vision for Kent Towards 2010 (45), One Planet Living Principle</p>
<p>b) Maintain Kent’s sense of place within the built environment</p>	<ul style="list-style-type: none"> ➤ Apply the Kent Design Guide principles & Village Design Statements to all rural development ➤ Develop further church-based tourism initiatives and trails celebrating Kent’s architectural and historical heritage ➤ Work to engage rural retailers to sell distinctive and local products ➤ Ensure that small independent retailers can access advice on remaining competitive and adaptive ➤ Promote highway signage using local wood products 	<p>Planning Authorities, Kent Rural Towns Group, Kent Downs AONB, KARR, Action with Communities in Rural Kent, Church and Society, English Heritage, Kent Tourism Alliance, KCC</p>	<p>Kent Environment Strategy SERDF L2 Kent Design Guide Vision for Kent, One Planet Living Principle</p>
<p>c) Explore ways of drawing upon and developing Kent’s distinctive natural habitats and landscapes to stimulate regeneration.</p>	<ul style="list-style-type: none"> ➤ Promote the vision for ‘Natural East Kent’ to develop eco-led regeneration in East Kent ➤ Support the development of a network of woodlands, wetlands & waterways ➤ Develop and market sustainable forms of rural tourism that celebrate and utilise the areas’ natural environment 	<p>East Kent Partnership, KCC, Kent Downs AONB, Kent Tourism Alliance, Produced in Kent, Parish Councils,</p>	<p>SERDF (B1d EDE3)</p>

2. Help the land-based sector adapt to the impacts of climate change

What	Indicative actions	Prospective partners include:	Links
<p>a) Ensure that Kent's land-based sector has access to high quality information and advice on how to prepare for, and mitigate, the impacts of climate change</p>	<ul style="list-style-type: none"> ➤ Promote UKCIP's 'Adaptation actions' database to Kent's farmers and landowners (as a tool to both promote and inform their own adaptation responses) ➤ Identify and promote the biodiversity implications of climate change across Kent 	<p>Defra, UKCIP, NFU, CLA, KCC, Hadlow College</p>	<p>SFFS – Forward Look priority. One Planet Living Principle</p>
<p>b) Adapt land management practices in response to climate change</p>	<ul style="list-style-type: none"> ➤ Work to develop new habitats to link with existing network so wildlife can move as the climate changes ➤ Restore traditional ditch systems and ponds within farmed landscapes to reduce soil erosion/run-off during winter storms ➤ Adapt farming practices to reduce total greenhouse gas emissions for the land-based sector 	<p>Countryside Management Projects, FWAG, Kent Wildlife Trust, NFU, CLA</p>	<p>SEEDA RES rural priority SERDF FF2, One Planet Living Principle</p>
<p>c) Promote water efficiency within the land-based sector</p>	<ul style="list-style-type: none"> ➤ Facilitate workshop on agricultural water use with key stakeholders following Kent Water Summit ➤ Design demonstration project (including an agricultural water centre) 	<p>Environment Agency, Water Companies, Supermarkets, Brogdale, East Malling, NFU, CLA</p>	<p>SFFS – Forward Look priority SEEDA RES rural priority SERDF FF2 Vision for Kent, One Planet Living Principle</p>
<p>d) Develop the role of the land-based sector in the wider mitigation of greenhouse gas emissions</p>	<ul style="list-style-type: none"> ➤ Raise further awareness of the role that Kent's rural areas and the land-based sector can play in providing green-house gas off-setting opportunities ➤ Champion innovative rural off-setting initiatives such as the CCX scheme run by Hadlow College for forest and grassland offsets 	<p>CLA, Hadlow College, NFU, KCC</p>	<p>One Planet Living Principle</p>

3. Increase the production and consumption of renewable energy across rural Kent

What	Indicative actions	Prospective partners include:	Links
<p>a) Increase the production and consumption of locally produced biodiesel and bioethanol</p>	<ul style="list-style-type: none"> ➤ Develop a Kent Energy Partnership (as seen in Cornwall and Somerset) that will join up all parts of the energy supply chain ➤ Increase consumption of locally-produced biodiesel through creating the right supply chain infrastructure ➤ Conduct feasibility research into setting up a biofuels processing plant in Kent ➤ Increase the number of public sector vehicles running on biofuels 	<p>KCC, private sector, Business Link Kent, Kent Energy Centre,</p>	<p>Towards 2010 (42) SERDF Vision for Kent, SEEDA RES 11.3, 11.4,11.5, One Planet Living Principle</p>
<p>b) Increase the uptake of wood fuel heating systems utilising locally produced wood chips</p>	<ul style="list-style-type: none"> ➤ Work with local woodland owners/managers and the harvesting contractor base to develop local ‘bespoke’ supply chain for the local wood fuel industry ➤ Establish biomass heating systems in public sector buildings to act as demonstration projects ➤ Promote the value of wood fuelled heating amongst local planning authorities 	<p>Forestry Commission, KCC, district councils, SEEDA, Kent Downs AONB</p>	<p>Towards 2010 (42) SEEDA RES (11.3,11.4, 11.5) SERDF F3A &B Kent Environment Strategy Vision for Kent, Seeing the Wood for the Trees, One Planet Living Principle</p>
<p>c) Explore the potential for micro-generation in rural context</p>	<ul style="list-style-type: none"> ➤ Promote successful examples of microgeneration on farms, other rural enterprises and rural community buildings ➤ Explore the potential to generate energy from waste streams using technologies such as anaerobic digestion 	<p>NFU, Parish Councils, KCC and district councils</p>	<p>Vision for Kent, SEEDA RES 11.3, 11.4,11.5, One Planet Living Principle</p>

4. Proactively manage Kent’s urban growth

What	Indicative actions	Prospective partners include:	Links
<p>a) Work to develop stronger links between the green/blue grids associated with Kent’s growth areas and their rural hinterland</p>	<ul style="list-style-type: none"> ➤ Lobby to increase awareness of the opportunities offered by the rural hinterland ➤ Develop physical links between green space within the urban area and the surrounding countryside ➤ Work to improve physical condition of peri-urban environment ➤ Explore ways of increasing rural leisure & recreation opportunities including promotion of Kent countryside as an ‘outdoor gym’ (link to healthy living) 	<p>Kent Downs AONB, Natural England, KCC, Groundwork Trusts, CMPs, Kent Countryside Access Group</p>	<p>SEEDA RES 13 Towards 2010 (48,49) SERDF (GS1 FF7c), One Planet Living</p>
<p>b) Proactively engage adjacent rural communities</p>	<ul style="list-style-type: none"> ➤ Work with communities within the rural hinterland to ensure that their needs are identified and articulated by parish planning 	<p>District Councils, Kent Partnership, Action with Communities in Rural Kent, Parish Councils,</p>	<p>SEEDA RES 13 SERDF GS2, One Planet Living</p>
<p>c) Encourage collaboration and joint working between communities affected by urban growth</p>	<ul style="list-style-type: none"> ➤ Strengthen Kent’s links with PURPLE network 	<p>PURPLE, KCC, Kent Rural Board</p>	

5. Live within environmental limits (One Planet Living)

What	Indicative actions	Prospective partners include:	Links
<p>a) Encourage rural residents to ‘think global and act local’</p>	<ul style="list-style-type: none"> ➤ Raise awareness of the environmental benefits of purchasing local food ➤ Promote ways of working that reduce the need to travel ➤ Promote car sharing schemes in the countryside ➤ Encourage rural communities to participate in Defra’s ‘Every Action Counts’ Initiative 	<p>Produced in Kent, Action with Communities in Rural Kent, Community Groups, KCC, SEEDA</p>	<p>SEEDA RES (12.1, 10.3,10.4,14.4) and rural priority Vision for Kent, One Planet Living</p>
<p>b) Embed sustainable consumption & production principles within Kent’s rural businesses</p>	<ul style="list-style-type: none"> ➤ Provide advice and business support ➤ Encourage more tourism businesses to participate in the Green Tourism Business Scheme ➤ Promote precision farming/whole farm management systems to improve resource efficiency in farming ➤ Promote the use of biodegradable packaging amongst Kent businesses – especially using materials derived from crops 	<p>Business Link Kent, ReMaDe & RETINA Mid-Kent Downs AONB, KCC, KTA, FWAG</p>	<p>SEEDA RES 12.4, Kent Environment Strategy SFFS Forward Look,SERDF W3b SEEDA RES rural, One Planet Living</p>
<p>c) Address water scarcity in Kent</p>	<ul style="list-style-type: none"> ➤ Develop promotional campaigns to encourage rural residents/businesses to minimise non-essential water use and introduce water efficiency measures ➤ Lobby to ensure that new development meets high standards of water efficiency ➤ Promote opportunities for business in the environmental technology sector to develop water-saving and improved water efficiency technologies 	<p>Water companies, Kent eco-enterprise sector</p>	<p>SEEDA RES 12.1,12.3 Vision for Kent, One Planet Living</p>