

## 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			
Regional Outcomes	Regional Actions	Regional Target/Success Indicators	Lead Body/Bodies and Partners
<b>A</b> A clear and common understanding of the economic function and performance of the region's rural areas that will identify: <ul style="list-style-type: none"> <li>Business stock by area, sector and profile</li> <li>Where Gross Value Added (GVA) is delivered</li> <li>Which sectors/areas have best potential to deliver improved GVA</li> <li>Key sectors, clusters, supply chains for both the sustainability and improved performance of the region's rural areas</li> <li>Key barriers to sustainability or improved GVA (i.e. skills, premises, infrastructure etc)</li> </ul>	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>B</b> A regional Tasking Framework for business support in rural areas that will provide: <ul style="list-style-type: none"> <li>A common methodology for needs and skills assessment and subsequent intervention</li> <li>Targeting criteria</li> <li>Intelligence gathering process</li> </ul>	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)
<b>C</b> 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	<b>YF, Business Links, LSC, and Sub-regional Rural Partnerships</b>
<b>D</b> 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	<b>YF, Business Links, LSC, Sub-regional Rural Partnerships and local delivery agents/partners</b>
<b>E</b> 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	<b>YF, Business Links, LSC, Sub-regional Rural Partnerships and local delivery agents/partners</b>
<b>F</b> Efficient delivery of rural business support – management savings directed to frontline services	Effective promotion and delivery of rural business support services: <ul style="list-style-type: none"> <li>Improving use of “one to many” or Level 1 services</li> <li>Aggregating numbers for “one to few” delivery routes to keep costs down</li> <li>Accepting that some higher costs are a fundamental part of rural business support</li> </ul>	To be determined within Tasking Framework – support delivery of regional objectives	<b>Sub-regional Rural Partnerships and local delivery agents/partners</b>
<b>G</b> A clear understanding of the principle of the rural premium			
<b>H</b> Increased interest in enterprise in rural areas	Promotional message to encourage: <ul style="list-style-type: none"> <li>More entrepreneurs to move to or set up in rural areas</li> <li>More people starting businesses</li> <li>More enterprising behaviour with in the workforce</li> <li>Cross over of enterprise into voluntary, community and public sectors</li> <li>Development of an enterprising culture through links with education</li> <li>An awareness of social enterprise and its role to deliver social needs through a business approach</li> </ul>	To be determined within Tasking Framework – support delivery of regional objectives	<b>Sub-regional Rural Partnerships and local delivery agents/partners</b>
Priority 2: Employment, education and skills training – develop and encourage participation in quality learning opportunities, and support rural businesses in workforce development			
<b>A</b> Segment “rural” audiences and communities	Identify: <ul style="list-style-type: none"> <li>Businesses (including community enterprises) by size, sector, sub-sectors, aspirations for growth</li> <li>Individuals by age, qualification level, employment aspirations</li> <li>Take-up of learning by individuals and businesses</li> <li>Access to services and facilities</li> <li>Location in terms of typologies of rural areas</li> </ul>	Target market model specific to rural areas, identifying groups with most need and most opportunity	Yorkshire Futures, group members
<b>B</b> Identify needs and gaps in provision	Analyse: <ul style="list-style-type: none"> <li>By generic skill needs</li> <li>By sector and sub-sector specific skills</li> <li>Levels 2/3</li> </ul>	Action plan to remove duplication and fill gaps	Sector Skills Councils (SSCs), group members
<b>C</b> 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
<b>D</b> 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
<b>E</b> Joining up LSC and Defra-funded provision	<ul style="list-style-type: none"> <li>Produce list of WBL providers and Defra-funded vocational training service providers</li> <li>Identify opportunities to have complementary model of provision</li> <li>Agree approach for joint working</li> </ul>	Complementary services	<b>Defra and LSC</b>
<b>F</b> Investment coordination	Produce funding grid of Defra, YF and LSC funding to identify gaps, alignment and opportunities for joint working	More efficient use of budgets	<b>LSC, YF and Defra</b>
<b>G</b> Identify which parts of LSC are delivering in rural areas and for which sectors	Add physical presence; clubs; other outreach to mapping table	Extend partnership working	LSC, group members
<b>H</b> Adopt Better Deal for Businesses (BDFB) principles and use the emerging Train2Gain to embed within the sector	<ul style="list-style-type: none"> <li>Work with BDFB implementation group to draft action plan</li> <li>Identify priority organisations to adopt customer first</li> </ul>	Increased partner awareness and adaption of BDFB	YF, LSC, Business Links
<b>I</b> Enhance ease of access and delivery	<ul style="list-style-type: none"> <li>Explore opportunities and define principles in Local Area Agreements (LAAs)</li> <li>Co-location of access and services access points</li> </ul>	Increased funding to the front line and reduced overhead costs per service	Local Authorities (LAs)  Local Strategic Partnerships (LSPs), Local Partnerships (LPs), LSC, YF, GOYH, Business Links
<b>J</b> Map needs against provision	<ul style="list-style-type: none"> <li>Identify developments and options for meeting gaps in need including provider and geographic priorities for development programme</li> <li>Accredited/non-accredited delivery</li> <li>Explore new and extend delivery mechanisms including on-site delivery and e-access, e-learning and e-delivery opportunities</li> </ul>	More efficient and more effective use of resources	LSCs, SSCs
<b>K</b> Review web based access	Consider opportunities for integration with other web-based services for businesses and individuals	Work with partners and providers to draft and adopt	LSCs, SSCs, Business Links
Priority 3: Market towns – support market towns as hubs for the rural economy and as service centres, providing locally based employment opportunities			
<b>A</b> 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	<b>Regional Rural Board, Y&amp;H Rural Affairs Forum (RAF), Yorkshire Forward, Y&amp;H Regional Assembly</b>
<b>B</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	<b>Regional Rural Board, Y&amp;H RAF, Yorkshire Forward, Y&amp;H Regional Assembly</b>
<b>C</b> 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)
<b>D</b> 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 <b>Sub-regional Rural Partnerships</b>
Priority 4: Sustainable tourism – develop, manage and promote rural Yorkshire and The Humber as a high-quality “sustainable tourism” destination			
<b>A</b> Clearly identified and agreed priorities for the development of rural Yorkshire & Humber as a high quality sustainable tourism destination	Preparation of ATPs	Delivery of Regional Tourism Strategy objectives	Regional Tourism Board, ATPs, <b>National Parks, Areas of Outstanding Natural Beauty (AONB) Management Groups, LAs</b>
<b>B</b> Focus on improving holistic visitor experience through sub-regional partnerships/ATPs	<ul style="list-style-type: none"> <li>Continue to develop sub-regional partnerships/ATPs</li> <li>Focus on visitor experience activities of partners, e.g. public realm responsibilities of local authorities</li> <li>Seek funding in support of sub-regional partnerships/ATPs</li> <li>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</li> </ul>	To be determined within Tasking Framework – support delivery of regional objectives in Framework for the Visitor Economy	ATPs, Sub-regional Rural Partnerships
<b>C</b> Customer-focused promotion of Yorkshire and The Humber's high-quality sustainable tourism offer	<ul style="list-style-type: none"> <li>Sub-regional partnerships/ATPs to work with Yorkshire Tourist Board</li> <li>Learn from Yorkshire Tourist Board's research on customer perceptions and promotion opportunities</li> <li>Learn from visitor satisfaction survey</li> <li>Embed sustainable principles in promotional activities, e.g. targeted distribution through internet rather than print; rationalisation of print</li> </ul>	Visitor satisfaction survey annually from 2006	<b>Sub-regional partnerships/ATPs and Yorkshire Tourist Board</b>

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			
Regional Outcomes	Regional Actions	Regional Target/Success Indicators	Lead Body/Bodies and Partners
<b>A</b> Clear identification of key services required by rural communities and benchmarked standards of accessibility	Regional research to identify key services, levels and form of demand, and develop commonly agreed benchmarks of accessibility	Percentage improvement in accessibility in rural areas in Y&H (measured by Defra for PSA4) should not be statistically significantly less the improvement in urban areas of the region	Regional Rural Board, Yorkshire Futures, Y&H RAF, <b>Sub-regional Rural Partnerships</b>
<b>B</b> Effective rural proofing of the performance plans of key providers of rural services	Develop a regional service planning toolkit (building on work under 5A) supported by an influencing/awareness campaign and training to promote benchmarks of accessibility	Percentage improvement in accessibility in rural areas in Y&H (measured by Defra for PSA4) should not be statistically significantly less the improvement in urban areas of the region	Regional Rural Board, Sub-regional Rural Partnerships, <b>LSPs/LAA Partnerships</b>
<b>C</b> Creation and maintenance of a robust and viable sub-regional structure to champion and implement YHRF priorities	Establish Sub-regional Rural Partnerships strongly aligned with Investment Planning	Inclusion of outcomes and targets relating to improved accessibility to services for rural communities in LAAs and Service Deliverers tasking/performance plans	Regional Rural Board, Y&H RAF, Sub-regional Economic Partnerships, <b>YF, LAs, Natural England</b>
<b>D</b> Each and every consumer of rural services should be aware of the “pathway” to each service and service provider	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	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, LAs, Rural Community Councils (RCCs), <b>Town and Parish Councils</b>
<b>E</b> To provide accessible and flexible funding support to enable sustainable service provision in rural areas	Develop an integrated sub-regional mechanism to aggregate funding into a “virtual” pot, accessed through a facilitated process	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, LAs, RCCs, <b>Town and Parish Councils</b>
<b>F</b> Community planning developed as a tool to identify the accessibility needs of rural communities	<ul style="list-style-type: none"> <li>Continue to develop, review and update Parish Plans and Community Investment Prospectuses to capture the aspirations of communities for access to services</li> <li>LSP Community Strategies to identify rural access to service issues and actions required</li> </ul>	Local targets; must directly contribute towards sub-regional YHRF objectives	LSPs, LAs, RCCs
<b>G</b> Each and every consumer of rural services should be aware of the “pathway” to each service and service provider	<ul style="list-style-type: none"> <li>Establish networks of rural “access to services” facilitators based on need</li> <li>Train and task facilitators to build capacity of local and community groups to deliver services</li> </ul>	Local targets; must directly contribute towards sub-regional YHRF objectives	Sub-regional Rural Partnerships; <b>local delivery partners</b>
<b>H</b> Enabling rural services to become sustainable	<ul style="list-style-type: none"> <li>Promote the concept of rural hubs at both village and market town level within community plans and through funding criteria</li> <li>Ensure that Local Transport Plans connect customers to service provision</li> <li>Encourage co-location through partnership working</li> <li>Develop innovative means of delivering services through mobile services, ICT, telephone support, outreach etc</li> <li>Encourage local ownership of village services, through parish and town councils</li> </ul>	Local targets; must directly contribute towards sub-regional YHRF objectives	Sub-regional Rural Partnerships, LSPs
<b>I</b> Maximise availability of suitable property that meets the accessibility needs of rural communities	<ul style="list-style-type: none"> <li>Public bodies to give due consideration to new and innovative uses of buildings in rural areas, utilising Compulsory Purchase Order legislation where necessary/appropriate</li> <li>Local planning frameworks need to incorporate access to services as a priority</li> <li>Valuable community meeting space/facilities should be identified through community planning and given due priority as key service points</li> </ul>	Local targets; must directly contribute towards sub-regional YHRF objectives	Sub-regional Rural Partnerships, LSPs, <b>LAs, RCCs</b>
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			
<b>A</b> 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	<ul style="list-style-type: none"> <li>Wider mapping of existing rural transport initiatives to understand the extent/degree of co-ordination and what is being delivered</li> <li>Making closer links with other sectors</li> </ul>	Inclusion of outcomes and targets to improve the accessibility of services to rural consumers in strategic and operational performance plans	<b>Regional Rural Board, Y&amp;H RAF, Y&amp;H Assembly, “service-owning” authorities and organisations</b>
<b>B</b> 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&H Regional Assembly/Regional Rural Board/Regional Transport Partnership <b>Passenger Transport Executives (PTEs), Sub-Regional Partnerships (rural strand)</b>
<b>C</b> 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&H Regional Assembly/Regional Rural Board/Regional Transport Partnership <b>PTEs, Sub-Regional Partnerships (rural strand), Local Transport Partnerships</b>
<b>D</b> 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	<b>Sub-regional Rural Partnerships</b> Primary Care Trusts, Regional Transport Plans (RTPs), PTEs, RMT Partnerships
<b>E</b> A more robust, evidence and needs based approach as support by the Strategic Rural Transport Framework (SRTF)	<ul style="list-style-type: none"> <li>Gain common understanding by looking at and developing existing/new local needs analysis and Accessibility Planning at the local and sub-regional level</li> <li>Define this evidence not in terms of the need for transport itself, but in terms of the wider needs of communities within the region</li> </ul>	To be determined at sub-regional level; must directly contribute to towards RES and YHRF priorities and outcomes and regional target	<b>Sub-regional Rural Partnerships, Rural Transport Partnerships</b> LAs, Community groups, Town and Parish Councils
<b>F</b> Improved capacity at sub-regional level leading to better transport services able to tackle accessibility issues	<ul style="list-style-type: none"> <li>Identify areas where sub-regional co-ordination needs to be strengthened</li> <li>Utilise existing mechanisms and develop where appropriate</li> </ul>	To be determined at sub-regional level; must directly contribute to towards RES and YHRF priorities and outcomes and regional target	<b>Sub-regional partnerships (e.g. Humber Access to Services Partnership (HASPP)), PTEs</b> Sub-regional Rural Partnerships
<b>G</b> Champion and defined valuable existing structures and knowledge	Use SRTF to identify and support successful projects and protect their continuity of service	Local targets; must directly contribute towards sub-regional YHRF objectives	Rural Transport Partnerships, <b>Yorkshire Forward, PTEs</b>
<b>H</b> Improved the delivery of and access to services for rural communities, particularly through greater targeting of socially excluded groups	<ul style="list-style-type: none"> <li>Use Accessibility Planning and SRTF to prioritise transport interventions</li> <li>Use existing partnerships to test this framework</li> <li>Identify potential non-transport interventions</li> </ul>	Appropriate services provided at the local level addressing local needs	<b>Sub-Regional Rural Partnerships with local deliverers</b> , Rural Transport Partnerships, PTEs
Priority 7: Rural housing – understand and address housing needs in rural areas, recognising and tackling issues of fuel poverty			
<b>A</b> 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&H RAF
<b>B</b> 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&H RAF, Sub-regional Rural Partnerships
<b>C</b> 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&H”	Reduction in the numbers of households at risk from fuel poverty and an improvement in Y&H “ranking” amongst English regions (currently 2nd worst)	Regional Rural Board, GOYH Rural Affairs Team, Y&H RAF
<b>D</b> Y&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	<ul style="list-style-type: none"> <li>Assist with the organisation of the Affordable Rural Housing Commission regional visits to Y&amp;H and actively participate in the enquiry process</li> <li>Assist with the organisation of the Commission for Rural Communities rural housing regional event and actively participate in the enquiry process</li> </ul>	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
<b>E</b> More effective use of rural housing resources through delivery of shared objectives across programmes to target and address need	<ul style="list-style-type: none"> <li>Align Defra Rural Social Community Programme funding with other new and existing sub-regional and LA structures, processes and funding</li> <li>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</li> </ul>	To be determined at sub-regional level; must directly support regional objectives	GOYH Rural Affairs Team YF, RCCs, Sub-regional Rural Partnerships
<b>F</b> Continuous improvement of rural housing provision through monitoring effectiveness of policy and delivery actions	<ul style="list-style-type: none"> <li>Continue working with local partnerships (i.e. RMT Partnerships) to highlight the need for and secure affordable housing where possible</li> <li>Planning Policy Guidance (PPG) 3 Monitoring: monitor affordable housing outputs achieved via the planning process (i.e. use of “exception” sites)</li> <li>Rural input into the development of whole housing market assessment methodologies</li> </ul>	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&H Rural Housing Board, Y&H Assembly GOYH Rural Housing Team, GOYH Rural Affairs Team GOYH Rural Affairs Team
Priority 8: Rural communities – promote social cohesion, and encourage and support the engagement of rural communities and the active roles that they can play			
<b>A</b> A common understanding of, and means of identifying and monitoring, rural disadvantage within rural Yorkshire & The Humber	<p>A regionally led study to define key indicators of rural disadvantage, map and articulate the baseline position as at 2006</p> <p>A process to review and update these indicators in order to map change and impact during the period of the RES</p>	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 <b>LAs, RCCs, Voluntary and Community Sector (VCS) network</b>
<b>B</b> A greater recognition of the ability of community activities to delivery sustainable development outcomes and service delivery	<p>Development of a case, supported by pilot testing, for VCS contracting with local authorities to deliver services to rural communities</p> <p>Use of local/pilot case studies to build awareness and demonstrate value to national, regional, sub-regional service delivery infrastructure</p>	Number and value of service delivery contracts awarded to local VCS groups	<b>Regional Rural Board, Y&amp;H RAF, Network of RCCs</b> Sub-regional Rural Partnerships
<b>C</b> “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	<b>Sub-regional VCS consortia/organisations</b> (this should include urban and rural together), RCCs
<b>D</b> 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)	<ul style="list-style-type: none"> <li>Consultation process required before taking to the next stage</li> <li>Research/evidence base required</li> <li>Follow-on from ChangeUp work</li> <li>Determine what needs to be done after research concluded</li> </ul>	To be determined at sub-regional level; must directly support regional objectives	<b>RCCs</b> <b>Principal Authorities VCS</b> (ChangeUp research due April 2006) Regional Forum (through regional ChangeUp role)
<b>E</b> A greater recognition of the ability of community activities to delivery sustainable development outcomes and service delivery	<ul style="list-style-type: none"> <li>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</li> <li>Local leadership and community champions/forum; work with employers to develop a positive framework for community</li> <li>Support with training where required</li> </ul>	To be determined locally; must directly contribute to sub-regional and regional YHRF objectives	Local VCS partnerships; <b>Town and Parish Councils, RCCs</b>
<b>F</b> 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 <b>Town and Parish Councils, RCCs, Business Links</b>

## Enhancing the value of our countryside

Priority 9: The natural environment – conserve and enhance the region’s rural biodiversity, its distinctiveness, and the quality of its natural and built environment			
Regional Outcomes	Regional Actions	Regional Target/Success Indicators	Lead Body/Bodies and Partners
<b>A</b> Conserve, recover and enhance our finest landscapes, biodiversity, geology and other features	<ul style="list-style-type: none"> <li>Important wildlife sites in favourable condition</li> <li>Secure the favourable conservation status of protected areas in England that contribute to the European Natura 2000 network</li> <li>Promote and encourage uptake of Environmental Stewardship (entry-level and higher-level schemes)</li> <li>Secure high-level management plan targets for National Parks and AONBs</li> <li>Establish “favourable status” targets for cultural landscapes (with English Heritage (EH))</li> <li>Enable the protected area network to assist adaptation to climate change</li> </ul>	<p>No loss of extent or quality of local wildlife sites European sites protected</p> <p>Area of farmland under Environmental Stewardship agreement</p> <p>95% of SSSIs in favourable condition by 2010 Through Climate Change action plan</p>	<p>Yorkshire &amp; The Humber Biodiversity Forum, EnvAge, Forestry Commission, LAs</p> <p>Natural England</p> <p>National Parks, Private landowners, Voluntary organisations</p> <p>EH</p>
<b>B</b> 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)	<ul style="list-style-type: none"> <li>Halt biodiversity loss by 2010 (EU Gothenberg agreement) and meet England Biodiversity Action Plan targets</li> <li>Reverse the long term decline in farmland birds by 2020</li> <li>Increase greenspace quantity, quality and connectivity in towns and cities providing tranquility and recreation opportunities</li> <li>Achieve good status of all water bodies by 2015 (EU Water Framework Directive (WFD))</li> </ul>	<p>Extent and quality of habitats/species. Number of regional extinctions/declines Farmland Bird Index Indicator</p> <p>Area and quality of greenspace improved</p> <p>Water quality indicators</p>	<p>Natural England, Yorkshire &amp; The Humber Biodiversity Forum, EnvAge, Forestry Commission (FC), LAs</p> <p>National Parks, Voluntary organisations, Private landowners</p> <p>Natural England lead – with results from the Millennium/Doorstep Greens programmes</p>
<b>C</b> Continued development of the Regional Forestry Strategy (RFS) and an appropriate Action Plan		Delivery of the RFS Action Plan outcomes/targets	<p>RFS steering group</p> <p>With support from GOYH, FC, Natural England, Environment Agency (EA), EH, National Parks etc</p>
<b>D</b> Improvement of the quality of non-designated areas using Countryside Quality Counts (CQC) programme	Develop programme for improving prioritised non-designated landscapes, especially on urban fringes	Improved condition of non-designated areas	Natural England lead, with Non-Government Organisations and e.g. community groups
<b>E</b> 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  Use of CQCs to monitor landscape change and indicators to measure change i.e. hedgerow and tree cover	<ul style="list-style-type: none"> <li>Roll-out of CAMEO project to all Regional JCAs</li> <li>Roll-out of CQC to monitor landscape change When should landscape be protected and when should it be conserved?</li> </ul>	Improved understanding of environmental objectives	Natural England, Framework 4 Change, EH, EA, LAs
<b>F</b> Clear integrated indicators for environmental land management	Development of meaningful indicators to change and improved management	Improvement in indicators	Natural England, Framework 4 Change, EH, EA, LAs
<b>G</b> Integrated land management training to deliver improved environmental land management	<ul style="list-style-type: none"> <li>Development of training packages for farm advisors, land agents and owners/occupiers</li> <li>If an accredited scheme could be linked to regional agricultural/land management colleges</li> </ul>	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
<b>H</b> Developing regional programme to reduce existing carbon emissions and increase carbon sequestration through land management initiatives	<ul style="list-style-type: none"> <li>Change land management practices to foster carbon sequestration</li> <li>Develop regional Green infrastructure initiatives</li> </ul>	Carbon emissions e.g. from energy use reduced	<p>Natural England lead with land managers</p> <p>Regional partnership, Natural England lead</p>
<b>I</b> Humber Strategy (links to Pathfinder and EA biodiversity objectives) and the Ouse Flood Risk Management Strategy for flood risk management	Flood risk management to be maintained and taken into account with other local and appropriate regional policies	Flooding and risk better managed	EA lead
<b>J</b> 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)	Involvement and consultation with a wide range of relevant stakeholders in the development of operational and targeting plans	Delivery of each organisation’s relevant targets	All, Defra Implementers Group to be replaced by Rural Practitioners Group
<b>K</b> Links between good Environmental management and farm diversification/sustainable rural development (see Priority Action 10)  Links to SRIPs underlining the environment, as the base resource of each area and that delivery of investment to conserve and enhance the environment will deliver integrates socio-economic benefits	<ul style="list-style-type: none"> <li>Demonstration Farms, Farmer/adviser workshops</li> <li>Research into the economic benefits or environmental land management and the links to local identity, pride of place and socio-economic benefits</li> </ul>	<p>Clear demonstration of links between land management and rural diversification/regeneration</p> <p>Improved links between socio-economic delivery and environmental management</p>	<p>Framework 4 Change, Natural England Farm Advice Unit</p> <p>YF, RSS, RES, SRIPs, Natural England, Framework 4 Change, EH, EA, LAs</p>
<b>L</b> 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
<b>M</b> 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
<b>N</b> 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
<b>O</b> 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 through 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			
<b>A</b> Help increase the resilience and ability to adapt to climate change of the natural environment on land, water, coasts and seas	<ul style="list-style-type: none"> <li>Help the natural environment to evolve and adapt to a changing climate, and mitigate the effects of climate change on landscapes and biodiversity</li> <li>Understand and seek to recover and enhance the functioning of the natural environment</li> <li>Ensure the management of coastal and fluvial systems is based on ecosystem and geomorphological functioning</li> <li>Develop landscape scale approaches linking areas of high natural value</li> </ul>	<p>Through Climate Change action plan</p> <p>Implementation of the Humber shoreline management plan Delivery of catchment flood management plans</p> <p>Implementation of biodiversity policies in RSS</p>	GOYH Environment and Sustainability Team, Natural England, EA
<b>B</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	<ul style="list-style-type: none"> <li>To help improve the quality of environmental management through the development and adoption of sustainable practices, taking account of the impact of climate change</li> <li>Environmentally sensitive farming across more of the landscape with reductions in diffuse pollution and enhancement of the natural environment</li> <li>To help influence markets and supply chains to develop and adopt more sustainable practices and cut greenhouse gas emissions</li> </ul>	<p>Respect for natural environmental goals championed in regional and local economic and sectoral policies and spatial strategies</p> <p>Increased investment in environmental enhancement</p>	GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs
<b>C</b> Development of clear understanding of sustainability issues relating to the enhancement and conservation of a “functional landscape”	<ul style="list-style-type: none"> <li>Research into the links between good environmental land management and the socio-economic drivers of the rural economy</li> <li>Development of a clear definition of a “functional landscape”</li> </ul>	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
<b>D</b> Linkages between environment and remaining rural priorities  Greater awareness of interrelated funding, investment and delivery strategies	<ul style="list-style-type: none"> <li>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</li> <li>Clear mapping of rural and funding strategies to assess strengths and weaknesses, overlaps and gaps</li> </ul>	<p>Integrated rural framework</p> <p>Greater targeting of resources and understanding of areas of opportunity and enhancement</p>	GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs
<b>E</b> 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
<b>F</b> 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
<b>G</b> Integrated land management training to deliver improved environmental land management	<ul style="list-style-type: none"> <li>Development of training packages for farm advisors, land agents and owners/occupiers</li> <li>If an accredited scheme could be linked to regional agricultural/land management colleges</li> </ul>	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
<b>H</b> Make the natural environment more accessible and inclusive for urban and rural communities	<ul style="list-style-type: none"> <li>Develop a clear understanding of regional needs and opportunities for improving public enjoyment and understanding of the natural environment</li> <li>Develop a regional outdoor recreation strategy in line with national strategy</li> <li>Provide opportunities to improve public enjoyment and understanding of the natural environment to meet the identified needs of urban and rural communities</li> </ul>	<p>All highway authorities have produced a Rights of Way Improvement Plan</p> <p>Regional outdoor recreation strategy Demonstrable improved public enjoyment and understanding of the natural environment</p>	Natural England, Framework 4 Change, EH, EA, LAs, Regional Agricultural Colleges
<b>I</b> Increased contribution of the natural environment to national, regional and local economies, sustainable enterprises and more cohesive communities	<ul style="list-style-type: none"> <li>Tourism which values and invests in local environmental quality, and local communities and economies</li> <li>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</li> <li>Increased use of local and sustainable products contributing to business prosperity</li> <li>Development of the built environment successfully reconciled with the maintenance and enhancement of the environment</li> </ul>	To be developed	GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs
<b>J</b> Improved local and sector delivery of investment, economic, regeneration and environmental strategies	Understanding of cross-working opportunities and linked issues and themes	To be developed	GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs
<b>K</b> Development of training and support mechanisms to underpin common issues and links between themes and delivery of sustainable development	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	Uptake of training and understanding of links – demonstration of links at a project-based level	GOYH, YF, Natural England, Framework 4 Change, EH, EA, LAs
<b>L</b> Develop awareness raising strategy and projects to enable the general public to have access to, enjoy and respect a functional landscape	<ul style="list-style-type: none"> <li>Joint education programmes including link to health</li> <li>Creation of local (circular) walks and other recreational opportunities</li> <li>Create common goal – what do we want people to experience and do as a result of accessing the environment?</li> </ul>	Change in behaviour of percentage of Y&H population and business to resource use, and environmental awareness	All