



European Commission Agriculture and Rural Development delegation visit

Monday 12th October 2009

Diseworth Heritage Centre, Leicestershire



Welcome to Leicestershire

Mr Roger Wilson CC

Chairman, Leicestershire County Council

County Councillor, Birstall Division





Welcome

Mrs Lesley Pendleton CC

Chairman, Leicestershire Rural Partnership

Cabinet Lead Member for Rural Affairs, Leicestershire County Council

County Councillor, Castle Donington Division



Leicestershire Rural Partnership: Introduction

Matthew Kempson

Rural Partnerships Manager, Leicestershire County Council



Delegation programme

Day One

- Diseworth Heritage Centre
- Manor Organic Farm, Long Whatton
- National Forest
- Chairman's Dinner – Castle House, Leicester

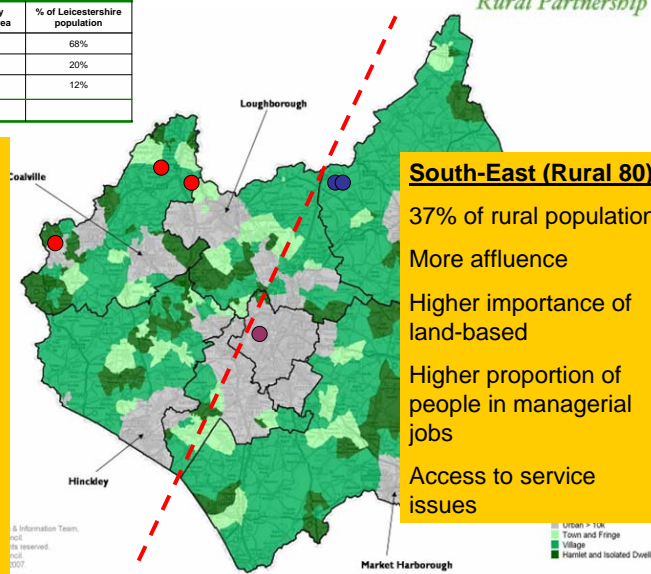
Day Two

- Vale View Equestrian Centre, Old Dalby
- Belvoir Brewery, Old Dalby
- Stakeholder meeting – “Rural Development Policy for the Future”

| | Population by urban / rural area | % of Leicestershire population |
|--------------------|----------------------------------|--------------------------------|
| Urban | 425,401 | 68% |
| Town and Fringe | 122,273 | 20% |
| Village and Hamlet | 76,182 | 12% |
| Total | 623,856 | |

North-West (Rural 50 / Significantly Rural)

63% of rural population
 More pockets of deprivation
 Higher tourism
 Higher levels of no qualifications
 Rural economy closer in characteristic to urban
 Lower car ownership



South-East (Rural 80)

37% of rural population
 More affluence
 Higher importance of land-based
 Higher proportion of people in managerial jobs
 Access to service issues



Leicestershire Rural Partnership

- Established partnership – established in 1993
- 22 member organisations and links to a further 20

Why have a Rural Partnership?

- To deliver better services and quality of life in rural Leicestershire
- Complement and add value to other Partnerships

How?

- 20-year Vision, Rural Strategy and 3-year Action Plan
- Deliver, Co-ordinate, Influence and Advise



Key Achievements (1)

- Funding programme c.£2m pa
- 8 rural programmes supported
- Influencing policy (national, regional and local)
 - Sustainable Community Strategy (Leics.)
 - Local Area Agreement (Leics.)
 - Multi Area Agreement (Leicester and Leics.)
 - Defra/OECD Study Tour (business support, rural transport, older people)





Key Achievements (2)

- Affordable Rural Housing
36 schemes – “Exception Sites”
- 10 Parish Plans launched
(50% of parishes with community-led
consultation activity)
- Rural Business Support Programme,
2006-09
- Vibrant Villages, 2008-11



Rural Business Support Programme, 2006-09

- Package of funding (LSEP
(emda) and LCC funded)
- Land-based, tourism and
micro-enterprises
- Over 300 grants awarded
totalling £600k - £1.2m
- Rural Business Advice Fairs
(c.4 pa)
- LRP Trailer





Roots at Barkby Thorpe

- Farm shop east of Leicester
- Redundant Building Grant
- Cold room storage
- Internal fixtures
- c. £14k awarded



Welland Valley Rapeseed Oil

- Family farm in Houghton on the Hill for last 150 years
- Farmers Development Grant - £5k
- Specialist marketing consultancy for brand development – “Project Kickstart”
- Available in a number of farm shops





Vibrant Villages, 2008-11

- 3-year grant programme - £240k
- Access to Services priority
 - Post Offices
 - Village Shops
 - Community spaces
- Retail consultancy support
- c.20 grants awarded



New economic landscape

- New sub-regional arrangements – post SNR and devolution of funding to local authorities, MAA
- LRP identified as one of 5 Strategy and Performance Groups
 - Indicative budget of £650k 2009/10
- Economic Assessment – Economic Strategy
- Rural Sector Scoping Study (Ecotec)
 - Land-based, food and drink, equestrian



Rural Economic Priorities 2009-12

- 1) Supporting Market Towns and Rural Centres as Economic Hubs
- 2) Supporting the Growth of Small Businesses within Rural Areas
- 3) Developing Rural Sectors
- 4) Improving accessibility to employment, training and key services
- 5) Increasing availability of affordable rural housing



INSPIRE Leicestershire

- Rural Business Support Programme, 2006-09
- Project outline
 - 1) Town and Rural Centres Business Partnership Development
 - 2) Business Growth and Sustainable Communities
 - 3) Infrastructure Investment Grants
- Hope to commence December 2009



Food and Drink Co-ordinator

- Strong sector in Leicestershire – Melton
- Melton Mowbray Pork Pie, Stilton Cheese
- East Midlands Food Festival
- “fragmented and lacking overall strategic co-ordination”
- Sub-regional Food and Drink Strategy



Rural Development Programme for England, 2007-13

- ERDP, 2000-06 - £5.7m across 57 grants in Leicestershire (emda)
- Promotion of RDPE through the LRP
- RDPE Network and Consultation Group
- Smaller scale projects through INSPIRE – diversification



Next steps

- **Develop partnership relationships**
- **Continue to inform policy development at sub-regional, regional, national, international level**
- **Identify further opportunities to deliver against our priorities**
 - Rural broadband
 - Food Security vs Diversification

www.oakleaves.org.uk