

## Rural Development Programme for England 2007-2013 (ERDP)

### Yorkshire and The Humber Consultation Event

Askham Bryan College, York  
Tuesday 28<sup>th</sup> March 2006

#### Comments received

- In total, 136 comments were received during the “Market Place” session.
- Of these 136 comments, 32 were “must-be-heard” pink post-it note comments.
- The comment which received the most green dots (agreement with) was posted under Question 1 (Do you agree with the four guiding principles of the Rural Development Programme). The comment stated “Avoid silo approach – must ensure integration between the 3 themes is maximised”.
- All comments made are recorded here sorted by the question number they were posted against. The “Y” or “P” after each comment refers to the colour of the post-it note used. Yellow post-it notes were used for most comments with each delegate making their single “must-be-heard” comment on a pink post-it note.
- Delegates were then given red and green dots and asked to mark the comments they most agreed with, with a green dot, and the comments they most disagreed with, with a red dot. The number of red and/or green dots each comment received is recorded after each comment. (gd = green dot, rd = red dot).

## RURAL DEVELOPMENT PROGRAMME

Principles:

- Focus on existing priorities and commitments, such as SFFS and RS04
- Address challenges mainstream sources don't meet
- Maintain commitment to Environmental Stewardship
- National policy direction with regional flexibility.

**1. Do you agree with these four guiding principles? If not, please suggest alternatives.**

- Regional Economic Strategy & Regional Spatial Strategy – need to be a feature – plan on a regional basis that includes all plans (Y – 2 gd)
- Need to make links to policies in Regional Spatial Strategy (Y)
- Continuity is important measures should not always be targeted to what is new and innovative. Many existing things are worthy of and need further support. (Y)
- Needs to ensure all bodies in Y&H are working to agreed programme, in mutually beneficial way (Y)
- Sustainability – Yes - but sustainability has no national boundaries. We must look at the extent to which regulation is exporting unsustainable production (P)
- Agree it is important to maintain commitment to Environment Stewardship etc – but this needs to be better integrated with Rural/Community development at the local level – it shouldn't be progressed in isolation (ie from regional bodies direct to the farm)? (P)
- Agree that we should maintain the commitment to Environmental Stewardship – indeed we need increased funding ( and increased modulation) to meet the challenges of climate change, helping biodiversity loss and water framework directive.(P)
- Agree with focus on Environmental Stewardship but with pressure on budgets need to make sure find ways of delivering with solutions which benefit multiple environmental, social and economic needs. (P)
- Delivery – Ensure that all the key delivery bodies – Yorkshire Forward, Natural England and Forestry Commission work closely to deliver a cohesive programme. (P – 8gd)
- Avoid Silo approach – must ensure integration between the 3 themes is maximised (P – 13gd)

- Need to ensure the Region has adequate flexibility (within the rules of the programme) to support regional Authorities as well as National. (P – 2gd)
- Integration of economic/social/environment essential (especially farming & environment stewardship linking with economic & social – should not happen in isolation) needs to be done as close to point of delivery as possible (eg sub –regional level) (P)
- Integrated delivery/ support mechanisms that are focused towards the customer (P – 2gd)
- Focus on benefits and impact – not tier 3 output (P – 5 gd)
- A vibrant and financially viable farming sector is required. To deliver this programme – most of these strands will cost - is this being taken into account? (P – 2 gd)

## 2. Are there any other overarching principles that should apply?

- Light touch / shallow – has no lasting impact (P)
- Skills are integral to all aspects of the programme (P – 2gd)
- Delivery – at the application stage have separate packs for: \* large schemes \* small schemes – keep it short simple don't deter the client (P – 4 gd)
- If we are to ensure 'leader' approach is genuine, the industry & farming communities MUST have ownership of local solutions & priorities i.e. service partnership (P – 1rd, 2gd)
- Endorse the LEADER approach BUT do not put through Regional Development Agency money should go to sub-regional rural partnerships and be more than 5% of total (P – 1rd,1gd)
- There should be matched funding for any national modulation imposed by DEFRA (P -17gd)
- Match funding for voluntary modulation (P)
- Transfer of monies – Pillar 1 & Pillar 2 must not make UK uncompetitive with other EU states matched funding needed for UK priorities (Y)
- Evidence based - too late to make required changes by time evidence is gathered (Y 2 rd)
- Sometimes continuation funding is O.K. 'new' is not the same as better (Y – 1gd)

- Should be 5<sup>th</sup> principle within a defined food supply strategy which is sustainable and helps moderate difficulties arising from world supply instability issues. (Y)

## DELIVERY

### 3. What is the Leader approach best placed to deliver in Yorkshire and The Humber?

- Locally – led rural development programmes (supporting themes 2+3) which allow local communities to identify local objectives and projects (within the regional priorities). (P - 3gd)
- The LEADER approach should be applied to the delivery of all appropriate elements of Axis land 3 – ie those that benefit from a community based approach to delivery. This may well exceed 5% of the programme and may mean that LEADER ‘areas’ need to be enlarged or sub-regionalised? (Y)
- Concerned by over emphasis of Leader approach may not give individual business’s chance to develop viable businesses (P – 8rd)
- Need to ensure Natural England uses the Leader approach (Y – 7rd, 2gd)
- Please do not ignore areas and authorities which do not tick Leader boxes – it does not mean not Rural (P – 1gd)
- Leader approach /Local Action Groups are well placed to deliver strategic area based policies which combine a bidding approach along with a commissioning approach (Y – 5gd)
- Leader only works for small community projects it does not deliver economic development. Too many committees. (Y – 11rd)
- Leader is very appropriate to deliver sustainable & rural development across most themes. It needs however to be delivered at the most local level - but within a strategic context (Y – 6gd)
- Ensure Leader approach is part of the wider strategies by delivering specific local work (Y – 1gd)
- Leader approach must maintain local decisions on priorities programme still read very much top down, with emphasis on Natural England delivery. (P)
- Leader approach needs to follow good practice ‘locally’ delivered. (Y)
- Leader+ OK but there are rural authorities not covered by this so there needs to be some additional thinking eg. West Yorkshire. (Y)

- Leader+ approach – can deliver small scale agricultural – food/ marketing projects as experience in Cumbria has shown in the current programme. (Y)
- Don't wait for all the pieces to be in place before acting. (Y)
- Leader well placed to deliver bottom up approach – need to ensure Regional Development Agency includes other partners local authorities & others with considerable experience of community engagement in developing Leader approach (Y)
- In helping the uplands restructure (Y)

#### **4. Do you agree with the proposed balance between the national strategy and regional flexibility?**

- Ensure that there is a coherent operating framework that guides the Leader Groups (Y)
- I am interested in the ways in which existing local delivery partnerships can help to achieve a seamless transfer to a new delivery model. (P)

### **ENHANCING THE ENVIRONMENT AND COUNTRYSIDE**

#### **5. Do you agree that the challenges and priorities listed under this theme are the right ones for the programme?**

- Support the basis of a landscape scale approach which considers the range of land use types (agri, woodlands) (Y – 2gd)
- Investment in forestry will require substantial incentives – 100% (Y – 7rd)
- Avoid duplication with upland reward scheme and national environmental policies (Y – 1gd)
- Environmental benefits require workforce – change in income streams (especially livestock) mean problems for farmers in maintaining farms and up-keeping livestock and incomes. How can this be addressed? (Y)
- Considering the average age of the farmer, what is being done to encourage youth into the industry? (Y – 2gd)
- The value of environmental assets needs to be recognised as a major contribution to the health of the rural economy. (Y – 6gd)
- Support environmental safeguards for the biomass industry – to ensure the sector develops sustainably. These should and can support not constrain. (Y)
- The priorities are right for the programme, but challenges only reflect the negative impacts of farming rather than positive aspects. (Y – 4gd)

- From tourism point of view the priorities are fine. (Y)
- Particular emphasis needs to be placed on more sustainable management techniques for husbandry etc... - outside of fundable Environmental Stewardship options. (Y)
- Theme 1: proposed priorities – similar weighting should be given to nationally / regionally designated landscapes. (Y – 1rd)
- Prioritise measures giving public benefits at low cost - entry level scheme - hill farm allowance (Y – 3gd)
- Landscape scale approach (Y)
- Training support needed. Better measurement of change. Birds are only indicators. (Y)
- Be pragmatically proactive – prepare the rural community properly for legislative changes before they happen (P – 4gd)

**6. If not, what is missing or superfluous? (Please provide evidence for any suggested answers to this question)**

- Fund advice to farmers for Entry Level Scheme applications and Farm Environment Records (Y – 1gd, 4rd)
- There should be more recognition that the rural environment is man made and therefore output / landscape are linked and that decoupling payments from outputs too much has long term risk to both (Y – 1gd, 2 rd)
- Should build on the English Woodland Grant Scheme as well as Environmental Stewardship. Look for a joined up approach under Environmental Land Management Fund. (Y – 1gd)
- Broadly agree – but – a landscape scale approach to targeting funds needs to be integrated with a ‘local ownership’ dimension – ie structures in Joint Character Area’s that bring together farmers, professionals and communities to establish a consensus on local priorities? (Y – 1gd)
- Environmental legislation may hinder these priorities. Link ideas with regulators for best solutions. (P – 1gd)

**7. What should the balance between priorities be?**

- Notice that in the “themes” that the environmental theme has no “market” control. How much environment do we want? (Y – 1gd)
- This theme and theme 2 could be mutually exclusive. There has to be an accepted principle to determine priority. Will it be national, regional or local interest, even supra-national. Clarity on planning process is required. (Y)

- Link to biodiversity policy in Regional Spatial Strategy. Protection – Enhancement – Recreation. (P)

### **8. What would best enable delivery of this theme to be joined-up with delivery of other themes?**

- Working at a strategic level with the Water Framework Directive – not duplicity but integrating work and plans. (Y)
- Closer continuous working with key organisations – ensuring Environment Agency are brought in closer. (Y – 2gd)
- Social economic and environment are interlinked. “Sustainability targets”. (Y – 4gd)
- Consider the social, economic and environmental impacts of proposed priorities (Y – 1gd)
- Regional strategies must include provision for this programme delivery (P)

## **MAKING AGRICULTURE AND FORESTRY MORE COMPETITIVE AND SUSTAINABLE**

### **9. Do you agree that the priorities listed under this theme are the right ones for the programme?**

- Need to include issues on the food supply chain. (Y – 2gd)
- Would like to see more focus on sustainable supply chain development / initiatives / support. (Y – 7gd)
- Under proposed priorities innovation and knowledge transfer should be tandem leading to enhanced skills and not be separately listed. (Y)
- Its not ‘fashionable’ for young people to work in agriculture. What should be done to get the youth involved in learning these new skills. (Y – 3gd)
- How do tomorrow’s agricultural and rural society afford to stay where they earn their income and format their future. (Y – 1gd)
- Change and evolution in agriculture must come from a willingness and drive to change. Not from the standpoint of how much will I get for doing it? (Y – 2gd)
- Create opportunities for new entrants including appropriate skills training and support during early years. (Y – 1gd)
- Training in additional skills needed. (Y – 2gd)

- Skills doesn't always mean qualifications / certification. Need to recognise alternative learning / improvement methods. (Y – 1gd)
- Capital investment for new market opportunities. (Y)
- Awareness of downside of monoculture, habitat-wise. (Y)
- The greatest problem is one of "SCALE". By nature farmers production is small in scale. The purchasers – Local Authorities, industry etc of the "new" non food farm outputs are large scale and fail to operate at local level where farms can meet the need. Skills and Knowledge Transfer needs directing at purchasers as well. (Y)
- Proposed priorities: Innovation, Support exploring opportunities for new enterprises and employment. (Y)
- Support the principle of co-ordinating opportunities relating to biomass and renewable energy – opportunity to deliver across a range of agendas. (Y – 1gd)
- It is wrong to give too much emphasis to INNOVATION. There is room for duplication of good ideas across the region. (Y – 2gd)
- More recognition needed that farmers are 'price takers' and face strong monopoly buyers who take decisions without reference to long term supply strategy and environmental interests. More intervention required here. (Y)
- When the most efficient businesses are barely viable it is more fundamental than strictly innovation. (Y)
- How do we encourage the youth into the British agricultural climate? (Y – 7gd)
- Yes, believe the priorities are listed appropriate, however do feel that more training is required in the area of IT and importance of form filling for improvement in area. (Y)
- Change money needed to create and develop new enterprises. (Y)

**10. If not, what is missing or superfluous? (Please provide evidence for any suggested answers to this question)**

- There should be a strong emphasis on sustainability and environmental considerations – ie looking for opportunities to link up with other axis two (environment) elements through all training and support. (Y)
- Environmental performance needs to be central alongside competitiveness (Y – 4rd, 6gd)
- Consider the sustainability of all these priorities and the environmental pressures each may create. (Y – 1gd)
- They should include supporting public procurement of local food. (Y – 1gd)

- New markets must include the not-for-profit sector. (Y – 1rd, 1gd)
- All skills development activities must be coherent with other programmes and opportunities for progression. (P – 3gd)

### 11. What other developments might shift the priorities under this theme in the course of the programme?

- Include Waste Directive. (Y)
- Water Framework Directive (Y)
- Importance of this theme helping the “Uplands” restructure. (Y)
- Wind farm development – 1. Lowlands, 2. Uplands, 3. Off shore. (Y – 4rd, 3gd)

### 12. What would best enable delivery of this theme to be joined-up with delivery of other themes?

- Transparency in priority setting and full and active stakeholder engagement from all sectors. This should avoid damaging / conflicting activity and help identify opportunities. (Y – 2gd)

## ENHANCING OPPORTUNITY IN RURAL AREAS

### 13. Do you agree with the priorities listed under this theme?

- Is there any scope for an Affordable Housing Scheme for key workers in the farming industry like in London for teachers and the police force? (Y – 1rd, 12gd)
- Encourage rural entrepreneurs and remove obstacles to developing businesses in rural areas. (Y – 9gd)
- Does the advice and training currently available offer value for money? (Y – 1gd)
- We need to encourage those who wish to work in the rural market / environment to live in the area. What support is available? (Y)
- Encourage existing businesses “appropriate growth” think of infrastructure available (housing / transport). (Y)
- No lagging areas and unemployment is part of Regional Development Agency’s regional enterprise strategies. Why are they singled out in themes? (need to avoid duplication). (Y – 1rd, 1gd)
- Access to services is a primary need. (Y – 2gd)

- EU structural funds should form skills and business support, Rural Development Programme should be aimed at specific rural difficulties – remote communities and interventions in agriculture, farm diversification and woodland enterprises. (Y – 1gd)
- Disagree with the proposed targeting of support. (Y – 1rd)
- Leader approach has shown engagement can go across all rural matters. (Y)
- Agree with priorities but planning system needs to be capable of accepting change and safeguarding landscape. (Y – 1gd)
- Yes but must ensure spatial strategy does not conflict. (Y – 1rd, 1gd)
- Clearer definition of rural that identifies where the economic activity takes place – not just where people live. (Y)
- Yes – if areas with greater immediate potential are adequately supported. Structural funds, other sources could support this area. (Y – 1gd)
- These priorities are consistent with those being addresses by the eight Rural Delivery Pathfinders and the Northern Way (which includes interventions in rural areas such as central Lincolnshire, Cumbria). Therefore focus on this will optimise alignment with other interventions and funding streams. (Y – 3gd)
- The Leader approach is well placed to help deliver innovative farm diversification and sustainable enhancement of rural heritage assets. (Y)
- Heritage is more than environmental assets and historic built structure. Should also include community heritage – pubs, post offices etc. (P – 5gd)
- Rural community action is the most sustainable / viable form of delivery. (P – 2rd, 7gd)
- Why has the decision been made to limit the resources going into the socio-economic element? (P – 1gd)

**14. If not, what alternatives do you suggest and what evidence supports your suggestion?**

- More support is required to focus on the health, particularly the mental health of those living in the upland communities and on low income. (Y)
- Village renewal and development (EU RDR Article 52(b)(ii)) (Y)
- Focus on services not outlets. (Y)
- Previous ERDP has supported vital service provision through community hall support – this needs to be continued (Y – 2gd)

## 15. How do we balance focus on specific areas experiencing particular concentrations of low pay with this problem in wider society?

- Funding should go to areas of greatest need, so focus on areas experiencing concentrations of low pay (and not on other areas under this programme) is surely justified. (Y – 6rd, 3 gd)
- Planning Authorities need to review their policies to allow greater flexibility for buildings in rural areas. Therefore “low pay” might not be an issue! (Y – 4gd)
- Invest in opportunity not just need. (Y)
- In order to enhance opportunity in rural areas provision of facilitation key to enable people to develop ideas, assist networking, and co-operative working and to help access to funding. Ignorance of what is available is huge. Facilitation can also identify links to other themes & opportunities. (P – 5gd)
- This priority ignores the high levels of rural income which are UNEARNED! - see Countryside Agency’s research. (Y – 2 rd)

## 16. How do we ensure that delivery of objectives under this theme are mutually supportive of those under other themes?

- Ensure an integrated menu of training opportunities and progression routes are available to all communities. (Y – 1rd, 5gd)
- Ensure full regional & local consultation with Educational agencies and providers of learning. (Y – 1gd)
- This depends on coherent and clear planning, and continuing dialogue between those working on the different themes. (Y)

## ADDITIONAL COMMENTS

- How wide will consultation be on the Regional Implementation Plan as it is developed over the next few months? (Y)
- Q20. It is important that the outcome is as straight forward as possible for those making applications as well as the delivery partners. (Y – 1gd)

## OTHER COMMENTS AND QUESTIONS ASKED

- Please flag up rural transport as an issue.
- Need to integrate social, economic and environment and need to ensure integration with sub-regional partners.

- Themes 2 and 3 are driven by competitiveness but Theme 1 is not. What are the economic outputs from protecting the environment?
- When using Leader approach can we use evidence to identify areas? Current administrative boundaries are restrictive.
- Currently more applicants for funding than money available. How will projects be decided?