

## Devon Rural Network CRAG Rural Proofing Model 15.08.05

### Guidance Notes:

Remember to look at the proposals as a whole – i.e across all its policy areas and also to note the positive aspects which we would actively support – not just the negatives!!

#### 1. Scope

Identify the scope and focus of the proposals and note these at the top of the Criteria Table along with other information such as the date and title. For example:

- Is it statutory or discretionary? What level is the strategy (e.g. Local, sub regional, regional, national or international?)
- What is the specific topic, theme or geographic interest covered by the proposals? Or are they central and broad brush?
- Is the document a draft for consultation or a final version – have previous comments been made?
- Identify any links which should be made with other documents regarding other area interests or levels of strategy...

#### 2. Headings for the Strategic Criteria Table

- **Strategic Criteria to be applied.** These are general criteria to apply to the whole proposal.
- **What we are looking for.** What proposals should be taken into account and how should they treat their subject in terms of rural areas.
- **Impact, Justification, Proposed changes and comment inclusion in final draft.** Are covered below...

#### 3. Headings for the Detailed Criteria Table

- **Criteria and What would be the model situation?** In order to give the criteria some focus, under each of the objectives a realistic but 'ideal' scenario has been set out – to show where we are trying to get to and make it easier to see whether the particular proposals being rural proofed will help this achievement.
- **Key Issues to be considered.** These give examples of specific issues which might have a more marked impact in rural areas if they are affected by the proposals – these issues relate to the particular criteria which it is listed against.
- **Impact.** An objective judgement needs to be made about whether the criteria are affected by the proposals and if so what will that effect be. Will it be positive or negative in terms of the model situation for that objective and how strongly will it be affected? We will only want to comment if the affect is significant.
- **Evidence for the Impact.** This should comprise of a brief justification of why you think the policy or strategy will impact on a specific criteria, based on evidence (eg. Statistics) rather than assertion.
- **Proposed changes and suggestions.** It often isn't enough just to say that there will be a positive or negative impact – it is also more constructive to make suggestions about the wording of the proposals or layout which would address any negative impacts. This column should be used to record any suggestions for specific changes to the proposals.

## Document Information

TITLE	DATE	SOURCE	SCOPE AND LEVEL	FOCUS

## Strategic Criteria Table

*NB The term 'proposals' in the following tables is used to refer to the particular document, strategy, policy, white paper, plan or anything else which is the subject of rural proofing, lobbying or support.*

	Strategic Criteria to be applied to overall strategy / policy	What are we looking for	Impact	Proposed changes and suggestions
<b>A</b>	How do the proposals allow for intra country/ regional /sub-regional disparities in terms of: <ul style="list-style-type: none"> <li>Economic disparities?</li> <li>Landscape character including urban and rural?</li> <li>Diversity and distinctiveness?</li> </ul>	Proposals do not adopt a 'one size fits all' approach across the region or country. They allow flexibility for discrepancies in terms of economy, environment, rurality and sub regional / local distinctiveness to be addressed at an appropriate level.		
<b>B</b>	To what degree does the document make links with or reference to other strategies / policies or related themes?	Not considering subjects or sectors in a 'silo'. Documents should take into account that in reality cause and effect is much more holistic. This is amplified in rural areas where there are additional (and maybe apparently unrelated) factors influencing decisions and actions.		
<b>C</b>	To what extent does the document take into account activity undertaken by other current partnerships/ activities / and initiatives. <ul style="list-style-type: none"> <li>Does it add value to what is already happening?</li> <li>Will it have a direct effect on practical ground level action and if so how?</li> </ul>	Related to 'B' – new or refreshed documents should take into account the affects they may have on established projects, activities and initiatives and whether it helps or hinders practitioners. For example those which redirect funds to agencies with a different focus.		
<b>D</b>	To what extent does the document allow for new approaches, flexible delivery and innovation?	Documents often refer to 'innovation' as a desirable thing however on further scrutiny don't allow the flexibility for this to happen... Rural areas in particular need to adopt innovative		

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		solutions to address issues as in 'C' and can provide a stronger test – documents must allow for innovation and state clearly if this is really required.		
E	<p>Will the document have an effect on cost; availability; increased/ reduced requirement for:</p> <ul style="list-style-type: none"> <li>• Travel and transport</li> <li>• Homes</li> <li>• Public and private services</li> <li>• Utilities</li> <li>• Health</li> </ul>	There are a number of key issues which affect many areas of business and community life in rural areas and we would look for documents to take these into account.		

## Detailed Criteria Table

CRITERIA	KEY ISSUES TO CONSIDER	WHAT WILL BE THE IMPACT OF THE STRATEGY /POLICY?	WHAT IS THE EVIDENCE FOR THIS IMPACT?	PROPOSED CHANGES AND SUGGESTIONS TO THE POLICY/STRATEGY
<p><b>1 Supporting increased business productivity and competitiveness and diversifying the rural economy.</b></p> <p><b>What would be the model situation?</b> Small businesses, sole traders and home workers are not disadvantaged by being located in rural areas in terms of communications, services, infrastructure, availability of quality employees / employment etc. Businesses are supported to maximise the potential benefits of being located in rural Devon.</p>	<ul style="list-style-type: none"> <li>• Planning and land use flexibility</li> <li>• Infrastructure for delivery</li> <li>• Effect on small business and sole traders</li> <li>• Effect on low waged, seasonal or part time employed</li> </ul>			
<p><b>2 Providing and encouraging access to high quality learning and uptake of ICT and other latest technologies.</b></p> <p><b>What would be the model situation?</b> Businesses and communities have sufficient awareness of and access to:</p> <ul style="list-style-type: none"> <li>• opportunities for advice, training and personal development;</li> <li>• available technologies in terms of IT, renewables, manufacturing etc</li> </ul> <p>Businesses and individuals have a good understanding of their needs and an awareness of the benefits which investment in the above can bring.</p>	<ul style="list-style-type: none"> <li>• Availability of local facilities for advice, training and information</li> <li>• Effect on guidance or regulations</li> <li>• ability of businesses and communities to take up and utilise new technologies in rural areas</li> </ul>			
<p><b>3 To utilise rural Devon's heritage and natural environment as a driver for economic development and regeneration.</b></p> <p><b>What would be the model situation?</b> Businesses and public organisations clearly understand and support the links between Devon's quality natural and historic environment and local distinctiveness and the economy. This</p>	<ul style="list-style-type: none"> <li>• utilisation of environmental technologies and the environment as economic driver?</li> <li>• Effect on access infrastructure and rights</li> </ul>			

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<p>is in terms of sustainable use of the environment to obtain:</p> <ul style="list-style-type: none"> <li>• Revenue from plant/ animal based products and technologies producing energy from natural resources.</li> <li>• Revenue from leisure use of the environment including tourist, day visitors and locals.</li> <li>• Revenue from environment inspired cultural activities including art, craft products, performing arts.</li> </ul>				
<p><b>4 Helping agricultural and land-based industries to be profitable producers and environmental managers.</b></p> <p><b>What would be the model situation?</b> Agricultural and land based enterprises are able to support themselves and their dependants by utilising the opportunities which their land affords, while remaining at a scale which allows for sustainable management of their environment in terms of: biodiversity, landscape character, historic interest and access.</p>	<ul style="list-style-type: none"> <li>• Effect on scale of the agricultural or land based businesses</li> <li>• Effect on land based revenue generation.</li> <li>• Effect on planning, environmental law, tourism, access etc</li> </ul>			
<p><b>5 Conserving the natural environment, landscape character and built heritage.</b></p> <p><b>What would be the model situation?</b> The natural and built environment of rural Devon is valued by communities, businesses, visitors and decision makers as the main asset which makes Devon unique as a place to live, work and visit. There is respect and awareness by the above stakeholders about how and why the environment is affected by their actions and how it can be utilised in a sustainable way to contribute towards the productivity of rural</p>	<ul style="list-style-type: none"> <li>• Effect on the landscape character or, natural environment.</li> <li>• Effect on historic built environment.</li> <li>• Effect on environmental awareness, practice, regs etc by stakeholders &amp; business</li> </ul>			

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Devon.				
<p><b>6 Enabling communities to plan and lead their own development to meet and integrate local physical, social and spiritual needs for a healthy and safe living environment.</b></p> <p><b>What would be the model situation?</b>            Geographical communities and communities of interest in rural Devon have a good awareness of their needs and issues and how they can be met. They have the knowledge, confidence and capacity to influence strategic decision makers and become local decision makers themselves in order to address their needs. They are aware of available support and networks, and accessing these to make links with other communities, projects or initiatives and understand how their aspirations and initiatives fit into the strategic context.</p>	<ul style="list-style-type: none"> <li>• Effect on funding for community activities or capacity building.</li> <li>• Effect on the structure of charitable or social enterprise organisations.</li> <li>• Availability of skills and volunteer capital/capacity.</li> <li>• Effect on local political process.</li> <li>• Effect on community planning and networks.</li> </ul>			
<p><b>7 Developing measures aimed at providing an adequate and diverse stock of affordable homes.</b></p> <p><b>What would be the model situation?</b>            A good supply of new, renovated and refurbished rural homes are not only affordable for locals to buy but affordable to run as well in terms of energy and resources. E.g. cheaper renewable alternatives to oil in rural areas where mains gas isn't available; grey water systems; good insulation, etc            A good supply of entry level housing is retained for the local market, particularly in areas where there is competition from the second and holiday home ownership. The sale or allocation of a percentage of new build homes are under the control of the</p>	<ul style="list-style-type: none"> <li>• Effect on numbers and location of new /refurbished homes in rural Devon</li> <li>• Effect on quality of new build homes – sustainability / style.</li> <li>• Effect on community control of housing projects.</li> <li>• Effect on second home legislation</li> </ul>			

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local community.				
<p><b>8 Developing, marketing and adding value to rural products.</b></p> <p><b>What would be the model situation?</b>  Businesses in rural Devon clearly understand the benefits of effective marketing and adding value to basic products to increase profit. I.e. pies or carvings as opposed to meat cuts or tree trunks! Enterprises actively develop innovative local products and services (e.g. green burials) which can be produced or undertaken sustainably. Marketing capitalises on the image of rural Devon and links with area branding where appropriate. Enterprises co-operate to take advantage of skills, products and economies of scale for production, marketing and transport.</p>	<ul style="list-style-type: none"> <li>• Effect on regulations for labelling &amp; branding of rural products.</li> <li>• Availability of funding, support, and information</li> <li>• Effect on businesses connecting to local, regional, national and international markets</li> </ul>			
<p><b>9 Linking rural assets and local economies by enabling visitors to experience the quality and distinctiveness of rural Devon.</b></p> <p><b>What would be the model situation?</b>  Devon offers a high quality experience to visitors all year round in terms of attractions, activities, accommodation, natural and built environment. Local enterprises understand the opportunities which visitors afford and know how to maximise these using their local environment assets as a driver to develop associated enterprises. They also understand their market and the importance of making sure that what they are offering is sustainable and of a high quality.</p>	<ul style="list-style-type: none"> <li>• Effect on Devon Brand and smaller area brands.</li> <li>• Effect on visitor travel to and within Devon</li> <li>• Effect on regulations which affect the ability of visitors to experience rural Devon eg H&amp;S</li> <li>• Effect on quality of the Devon experience.</li> </ul>			

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<p><b>10 Ensuring that the diversity of people's different backgrounds and circumstances are appreciated and positively valued</b></p> <p><b>What would be the model situation?</b> All people, regardless of ethnic, racial or national background or origins; skin colour; nomadic lifestyle; sex; gender or gender status; age; mental or physical disability or difference; sexual orientation or behaviour; partnership or family status; financial or employment status; political, personal or religious beliefs or opinions (so long as those beliefs or opinions are not in themselves incompatible with the rest of this paragraph) feel comfortable living and working in or visiting rural Devon and do not experience any form of exclusion or antipathy.</p>	<ul style="list-style-type: none"> <li>• <b>Effect on</b> rural disadvantage which is not usually concentrated in neighbourhoods but in very small pockets.</li> <li>• Effect on the ease with which communities of interest or faith can link together in rural areas.</li> <li>• Do the proposals take into account minority groups and social inclusion?</li> </ul>			
<p><b>11 Bringing together all those with interests in, and responsibilities for, rural Devon</b></p> <p><b>What would be the model situation?</b> Stakeholders, policy makers and partners recognise the Devon Rural Network as the forum for discussion and joint action around rural issues in Devon. The DRN members respond to strategies and policies with one objective voice and are able to influence policy and strategy to have a positive benefit for rural Devon.</p>	<ul style="list-style-type: none"> <li>• <b>Effect on</b> the structure and organisation of rural delivery in Devon and the South West.</li> <li>• proposals impact on any of the key partners or stakeholders in rural Devon</li> </ul>			
<p><b>12 Encouraging local engagement and partnership working</b></p> <p><b>What would be the model situation?</b> All partners or stakeholders are fully engaged in strategic or local initiatives or documents relevant to them. Partners are aware of any other similar initiatives or activities to their own and linking comprehensively to avoid</p>	<ul style="list-style-type: none"> <li>• Do the proposals include community, private sector, statutory and voluntary sector stakeholders in decision making and delivery?</li> <li>• Involvement of stakeholder groups in the ongoing monitoring and review of the proposals</li> <li>• Will the proposals allow for the sharing of good practice</li> </ul>			

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<p>duplication and share good practice. A central network facilitates the successful exchange of information vertically between grass roots and regional and horizontally across different sectors. It also acts as a clearing house for projects and initiatives.</p>				
<p><b>13 Ensuring appropriate subsidiarity in delivery</b></p> <p><b>What would be the model situation?</b> All partners are in agreement about the appropriate level for different aspects of rural delivery and signed up to a partnership subsidiarity protocol.</p>	<ul style="list-style-type: none"> <li>• Do the proposals discuss the levels at which delivery should take place and/or the decision making mechanisms and processes.</li> <li>• sparse population and specific rurality issues may warrant a more tailored approach.</li> </ul>			