

Thriving Rural Communities

Action	Lead/ Co-ordinated By	Indicator/Measure of Success	Current Performance	Target(s)/ Timescale
Develop new ways to improve access to services and community facilities in those wards/parishes with the highest proportion of residents experiencing “geographical access to services deprivation” as identified by the Index of Multiple Deprivation 2000	The Cheshire Partnership District LSPs Cheshire Community Council Private sector	Rate of decline of village services Rate of decline of village community facilities Services and community facilities under threat	Access to services indicator -14 rural wards in the top 10% of deprived wards in England To be informed by Countryside Agency Rural Services Survey 2000	Access to services indicator – reduce number of rural wards that appear in top from 14 to 10 by 2006 Nil additional closures of Post Offices/shops etc Nil additional closures of Village Halls/libraries etc Reduce number of businesses under threat
Support parishes in developing Parish Plans as a means of identifying community needs and aspirations and involving people in developing local facilities	Cheshire Community Council Cheshire Association of Town & Parish Councils Countryside Agency Local Authorities	Number of Parish Plans i) Underway ii) Completed No. village design statements	1 underway 7 expressions of interest	Increasing scale yr on yr for i) and ii). 2002/3 2 plans 2003/4 4 plans 2004/5 6 plans Rolling programme of 2 per year
Develop a Market Towns Strategy to identify and address the needs of Cheshire’s market towns (eg.Frodsham, Congleton, Sandbach, Knutsford, Nantwich, Middlewich, Malpas and Neston)	Cheshire County Council District Councils Cheshire Community Council Countryside Agency	Number of Market Towns delivering a health check appraisal i) underway ii) completed	One Market Town Health-Check (Sandbach) underway, none completed to date	Increasing scale yr on yr for i) and ii) 2002/3 2 appraisals 2003/4 4 appraisals 2004/5 6 appraisals To cover each District

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		No. of regeneration projects in market towns	Funded schemes in Sandbach & Middlewich Bid submitted for Neston	Rolling programme of 2 schemes per year
<p>Within the framework of the Regional Rural Recovery Plan, develop and implement a rural recovery action plan for Cheshire to cover the following Strategic Objectives:</p> <ul style="list-style-type: none"> • Broadening the economic base of rural areas • Renewing and strengthening sustainable recreation and tourism • Assisting the restructuring of agriculture • Enhancing the competitiveness and capability of primary agriculture • Rural skills development • Development and promotion of countryside products • Sustaining the environmental inheritance • Delivering social and community regeneration • Strategic Actions 	Rural Recovery Task Force Cheshire Rural Forum Cheshire CC NWDA	Number of actions delivered, new actions identified	Action plan being developed for 2002/3 – 2007/8	Plan to be submitted spring 2002. Actions to be monitored annually, Targets to be based on actions delivered and new actions identified.
Develop greater links between local food producers and the business/retail sector to enable them to reach local markets	Local Authorities, NFU	No. local producers participating in initiatives	Existing initiatives include farmers markets, producers' directories and website	Implement one new initiative per year
Encourage the diversification of businesses in rural areas	Local Authorities, Small Business Service	No. schemes approved in rural areas		Increase

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<p>Develop innovative transport schemes to improve access to essential services, including:</p> <ul style="list-style-type: none"> enhancing the provision of rural bus and community transport schemes reducing the impact of traffic in rural areas through speed management, “quiet lanes” and where appropriate, traffic calming developing a “greenways strategy” to provide a better network for walkers, recreational horse riders and cyclists promoting the PROW network as a resource for local people and visitors 	<p>Cheshire CC Commercial Operators</p>	<p>No. transport schemes</p> <p>No. of schemes</p> <p>Inclusion of tourism promotion in Rights of Way Improvement Plan</p> <p>Number of parishes /local areas covered by promotional leaflets</p>	<p>Rural Challenge schemes established in Vale Royal, Crewe & Nantwich, Congleton and Macclesfield</p> <p>Approx 30% of parishes</p>	<p>25% increase by 2012</p> <p>2 per year up to 2005/6</p> <p>50% of parishes by 2005</p>