

## Rural Strategy

### REPORT TO THE EXECUTIVE



<b>DATE</b>	<b>12/02/2018</b>
<b>PORTFOLIO</b>	<b>Leader</b>
<b>REPORT AUTHOR</b>	<b>Rob Dobson</b>
<b>TEL NO</b>	<b>Ext 3115.</b>
<b>EMAIL</b>	<b>rdobson@burnley.gov.uk</b>

#### PURPOSE

1. To update the Executive on the work of the rural strategy group and to recommend that the Council joins Pennine Prospects.

#### RECOMMENDATION

2. That the Council join Pennine Prospects.

#### REASONS FOR RECOMMENDATION

3. As a member of Pennine Prospects, the Council will have further opportunity to promote the borough's image and rural visitor economy. It will also give the Council access to more external funding opportunities and rural development expertise.

#### SUMMARY OF KEY POINTS

4. The rural strategy group met for the first time in August 2017. It is chaired by Councillor Towneley. Other members are Councillors Monk, Lishman, Brindle and Newhouse.
5. The group has investigated the availability of fast broadband, access to health services, and promotion of the rural economy.
6. Regarding broadband, having received feedback from local residents, the group has provided information to Lancashire County Council to help inform its programme to increase coverage and to influence the infrastructure provider.
7. Regarding health services, the group has met with the CCG to raise the issue of health services- including ambulances- being unable to locate households in some of the borough's rural areas. All 17 Burnley GP practices have been asked by the CCG if they are willing to utilise the special precautionary notes on the patient's clinical record to inform any out of hours service provider of any location issues. Feedback is awaited as this needs to be an agreed locality-wide approach, but the rural strategy group welcomes the positive response by the CCG to its request.
8. Regarding the rural economy, the group is encouraged by the efforts of the Council's

business support team to spread awareness of LEADER rural development fund. However, few areas of the borough are eligible. The group has considered other options for promoting the rural economy, and is recommending that the Council join Pennine Prospects. Pennine Prospects is a rural regeneration company with a strong track record of bringing external funding into the South Pennines. It has a well-developed brand for the South Pennines which could complement existing efforts to celebrate Burnley's rural offer. It also has an ambitious plan to create the "South Pennines Park," an uplands park with non-statutory designation. If successful, this will further promote the borough's wild and distinctive rural landscape to external audiences.

#### **FINANCIAL IMPLICATIONS AND BUDGET PROVISION**

9. Membership costs £2,000 per annum. This can be met from within existing budgets. The commitment will be reviewed after one year and renewed subject to delivery and available budget.

#### **POLICY IMPLICATIONS**

10. None.

#### **DETAILS OF CONSULTATION**

11. None.

#### **BACKGROUND PAPERS**

12. None.

#### **FURTHER INFORMATION**

**PLEASE CONTACT:**

**ALSO:**