

RSB Recommendation	<i>emda</i> Response	Proposed Action	By (Date)	Intended Results
<p><b>RECOMMENDATION 1 ENHANCING EVIDENCE TO SUPPORT EFFECTIVE ACTIONS</b></p> <p><i>emda</i> are invited to further develop the enhanced rural evidence base through a collaborative, planned approach to commissioning, managing and sharing research that promotes a greater spatial understanding of the regional economy. This approach would support partnership working, <i>emda</i>'s responsibilities for rural policy (both current and future) and promote a wider understanding of the role of rural productivity. It should include:</p> <p>a) Commissioning new research to examine the economic interactions between urban settlements and their rural hinterlands.</p> <p>b) In partnership with partners, examine the potential to set up a group or mechanism dedicated to encouraging collaboration on rural research and a single point of access to rural data within the region, potentially hosted by Intelligence East Midlands.</p>	<p>1a) <i>emda</i> endorses the spirit of this recommendation but would like to emphasise that the Rural Evidence Base is much wider than the stand alone publication (the Rural East Midlands in 2007) and includes a number of <i>emda</i> commissioned studies on commuting and migration and a range of the policy papers commissioned to inform the development of the RES including:</p> <ul style="list-style-type: none"> <li>• Change in the Countryside: Raising Economic Wellbeing Through Targeted Intervention</li> <li>• City Regions and Polycentricity: the East Midlands urban network</li> <li>• Mapping deprivation in the East Midlands: implications for policy</li> <li>• Mapping the Structure of Regional Economies</li> </ul> <p>1b) IEM already exist to encourage collaboration in research and seek to act as a single point of access for data sharing (although they are not specifically rurally focussed).</p> <p><i>emda</i> does not feel it is appropriate at this time to consider establishing a stand alone unit in the East Midlands to undertake this function. The soon to be established ESRC/CLG/BERR funded Spatial Economy Research Unit and the National Rural Evidence Hub (hosted by Birkbeck College) address many of the research areas highlighted in this scrutiny review. Establishing a unit in the East Midlands may lead to unnecessary duplication. <i>emda</i> therefore proposes</p>	<p>1a) The Sub National Review gave RDAs responsibility for leading the development of Single Integrated Regional Strategies. To allow <i>emda</i> to discharge this new responsibility <i>emda</i> will work with partners to undertake a comprehensive review of our Evidence Base. The findings of this will shape the content of a new SIRS Evidence Base.</p> <p>1b) <i>emda</i> and partners (through EMRAF) to discuss and assess the feasibility of this recommendation following the establishment of the National Spatial Economy Research Unit.</p>	<p>Subject to publication of the SNR Implementation Plan</p> <p>By December 2008</p>	<p><i>emda</i> will work with our partners to develop a comprehensive evidence base which will support effective SIRS development and inform future rural policy making in the region.</p>

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	<p>reviewing this recommendation when we have a clear view on the role and function of this new Unit, alongside the existing National Rural Evidence Hub.</p>			
<p><b>RECOMMENDATION 2 HARNESSING THE PRODUCTIVE POTENTIAL OF RURAL AREAS</b></p> <p><b>In order to effectively work towards making rural areas more sustainable and economically productive through an integrated approach to managing development, <i>emda</i> and partners are invited to:</b></p> <ul style="list-style-type: none"> <li>a) <b>Assess the region’s rural spatial assets and market opportunities.</b></li> <li>b) <b>Build on recent studies of the nature and economic dynamics of migrant labour in the region to develop policies to promote its contribution to regional productivity.</b></li> <li>c) <b>Build on their current work investigating atypical employment patterns to consider the economic implications and potential of rural home-working.</b></li> </ul>	<p>Whilst <i>emda</i> welcomes the suggestions provided we would like to assess these within the context of a more comprehensive review of our evidence base requirements.</p> <p>Furthermore, it may be more appropriate for the National Spatial Economy Research Unit to undertake studies into these areas.</p>	<p>As noted in recommendation 1a <i>emda</i> will be undertaking a comprehensive review our Evidence Bases, including the Rural Evidence Base. As part of this review process we will consider, in conjunction with our rural partners, the suggestions put forward in recommendations 2a, 2b and 2c.</p> <p>In addition <i>emda</i> will put these forward as suggested areas of investigation for the National Spatial Economy Research Unit.</p> <p>Development work regarding 2b has commenced. Productivity &amp; community cohesion aspects will be addressed in conjunction with sub-regional &amp; local partners in most impacted areas, both urban &amp; rural.</p>	<p>Subject to publication of the SNR Implementation Plan</p> <p>By October 2008</p>	<p><i>emda</i> will work with our partners, and the newly established National Spatial Economy Research Unit, to develop a comprehensive evidence base to inform future rural policy making in the region.</p>
<p><b>RECOMMENDATION 3 TACKLING MARKET FAILURE IN RURAL AREAS</b></p> <p><b>To overcome market failures and deliver against the targets in the RES</b></p>	<p><i>emda</i> accepts this recommendation with some qualifications, reflected in the</p>	<p><i>emda</i> is committed to the wellbeing of the region’s rural communities. In that</p>	<p>Subject to publication of the SNR</p>	<p>Successful achievement of RES vision in</p>

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<p>and Rural Action Plan, using the intelligence and analysis gathered through the review of the spatial dynamics of the regional economy and the market assessment of the region’s rural spatial assets, <i>emda</i> and partners are invited to:</p> <p>a) Within the context of LAA and SSP responsibilities, consider how to further develop the integrated and area-based approach to overcoming multiple market failures in deprived remote rural areas.</p> <p>b) Develop a programme to build community capacity in the countryside in partnership with Local Authorities by supporting the development of parish and small town councils and/or key voluntary and community sector bodies.</p> <p>And assess the potential for developing:</p> <p>c) ‘Blueprint’ to deliver more regeneration in rural areas.</p> <p>d) An approach to the development of market towns as economic motors for the regeneration of rural areas by further stimulating business growth.</p> <p>e) An approach to the development</p>	<p>proposed actions for recommendations 3b and 3c.</p>	<p>context, it will look to support existing, and nurture new, businesses which contribute to the rural and regional economy and local service provision.</p> <p>a) <i>emda</i> will continue to work with SSPs and other local partners to address problems arising from market failure. The RDA is actively reviewing its involvement in the LAA and LSP processes.</p> <p>b) Although <i>emda</i> will play a support role in developmental work for the parish tier of local government, it recognises that there are other agencies who will properly lead on this work. With regard to the third sector, <i>emda</i> is leading on the development of the third sector platform, which will fully incorporate rural aspects.</p> <p>c) <i>emda</i> will consider, with regional &amp; sub-regional partners, the most appropriate delivery mechanism for regeneration in rural areas.</p> <p>d) <i>emda</i> is already actively involved in promoting the development of market towns and will continue to do so, including through the EM Market Towns Asset School (EMMTAS) and the BIDs mechanism, the application of which to market towns is demonstrated by the recent vote in Sleaford and progress on implementation of the BIDs.</p> <p>e) <i>emda</i> is already active in nurturing the third sector and social</p>	<p>Implementation Plan.</p>	<p>rural areas, as illustrated in and guided by the East Midlands Rural Action Plan.</p>

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<p>of social enterprises as a means of overcoming market failure in areas suffering from the loss of key private sector investment in basic services, for example, shops, pubs, post offices, school meals.</p>		<p>enterprises, including through its leading role in developing the third sector platform and its asset development work. It will ensure that this work is adequately 'rural proofed', through appropriate representation and by ongoing close working between relevant teams.</p>		
<p><b>RECOMMENDATION 4 BRINGING RURAL POLICY INTO THE 'MAINSTREAM'</b></p> <p><i>emda</i> are invited to lead the process of developing an enhanced approach to ensuring that regional policy is designed, implemented and monitored with sensitivity to its impact on rural areas of the region and that such rural sensitivity is built into arrangements for managing funding devolved to other bodies</p>	<p><i>emda</i> accepts this recommendation.</p>	<p>This 'mainstreaming' of rural policy, which this scrutiny ascertained has widespread support, implies the need to ensure that all aspects of <i>emda's</i> policies and programmes take into account, or have complementary elements with, the needs and interests of rural areas. All staff working on strategic priorities in the context of the Corporate Plan preparation process were given advice on 'rural proofing'. This sensitivity to rural needs will continue, including in any arrangements to devolve funding to other bodies.</p>	<p>Ongoing</p>	<p>Successful achievement of RES vision in rural areas, as illustrated in and guided by the East Midlands Rural Action Plan.</p>
<p><b>RECOMMENDATION 5 RURAL ACTION PLAN &amp; THE GOVERNANCE OF RURAL DELIVERY</b></p> <p>In order to further promote effective regional rural governance and delivery of the Rural Action Plan, <i>emda</i>, EMRAF, GO-EM, Local Authorities and other partners are invited to:</p> <ul style="list-style-type: none"> <li>a) Clarify their rural delivery roles to rural stakeholders.</li> <li>b) Establish a group of key stakeholders with strategic and</li> </ul>	<p><i>emda</i> anticipates wishing to discuss this further with other partners, including GOEM and EMRAF.</p>	<p><i>emda</i> will continue to discuss this recommendation with others. It is not currently persuaded of the merits of a further rural grouping which might, inter alia, marginalise EMRAF. More specifically:</p> <ul style="list-style-type: none"> <li>a) <i>emda</i> believes the RAP is wholly clear on who is responsible for delivering what.,</li> </ul>	<p>Ongoing</p>	<p>Successful achievement of RES vision in rural areas, as illustrated in and guided by the East Midlands Rural Action Plan.</p>

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<p>funding responsibilities for rural areas to promote further co-ordination of their strategies, programmes and funding and drive the delivery of the Rural Action Plan through sub-regional, multi-area and local activities. The group should be developed through consensus and linked to the Regional Co-ordination Forum and EMRAF.</p> <p>c) Raise awareness of rural challenges and opportunities with those preparing Multi and Local Area Agreements and promote greater integration between their performance management frameworks and the Rural Action Plan objectives.</p> <p>d) Establish robust monitoring and management arrangements for the Rural Action Plan and if, after a period of time considered appropriate by stakeholders, effective delivery progress is not made, partners should consider further prioritising the RAP in line with the Regional Skills Action Plan model.</p>		<p>b) The function of any further group, outwith the structures of EMRAF, is not apparent.</p> <p>c) All opportunities to raise awareness of rural considerations in processes and programmes, including MAAs and LAAs, are being taken.</p> <p>d) EMRAF already has this in hand. Discussions scheduled for December 2007 to establish management &amp; monitoring framework for RAP.</p>	<p>Under way, led by EMRAF</p> <p>To be in place Spring 2008</p>	
<p><b>RECOMMENDATION 6</b> <b>THE EUROPEAN CONTEXT</b></p> <p>Key partners such as <i>emda</i>, EMRA,</p>		<p><i>emda</i> is already taking every appropriate opportunity and will continue to do so. This includes active involvement with the</p>	<p>Ongoing</p>	<p>Successful achievement of RES vision in</p>

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<p><b>GO-EM and Local Authorities should continue to influence rural policy at national and EU levels by promoting a greater awareness and understanding of the needs, problems and opportunities of the region.</b></p>	<p><i>emda</i> accepts this recommendation</p>	<p>RDAs' Rural Affairs Network, through our support for and management of the East Midlands European Office, the raising of rural issues by RDA Chairs in their meetings with Ministers, and through our management of elements of the European Agricultural Fund for Rural Development, via the RDPE. We shall also be participating in the forthcoming 'Health Check' of the CAP in 2008.</p>		<p>rural areas, as illustrated in and guided by the East Midlands Rural Action Plan.</p>