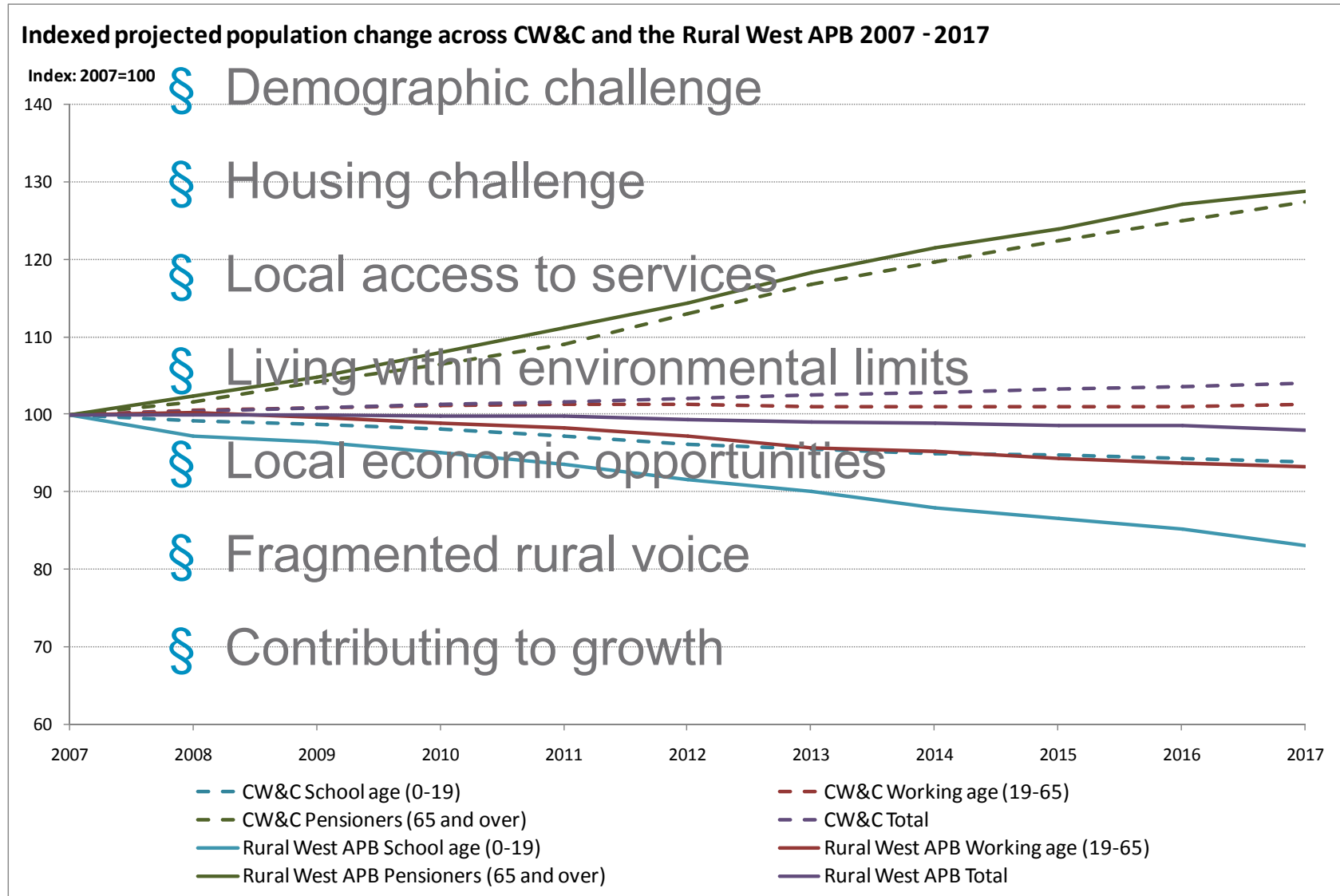
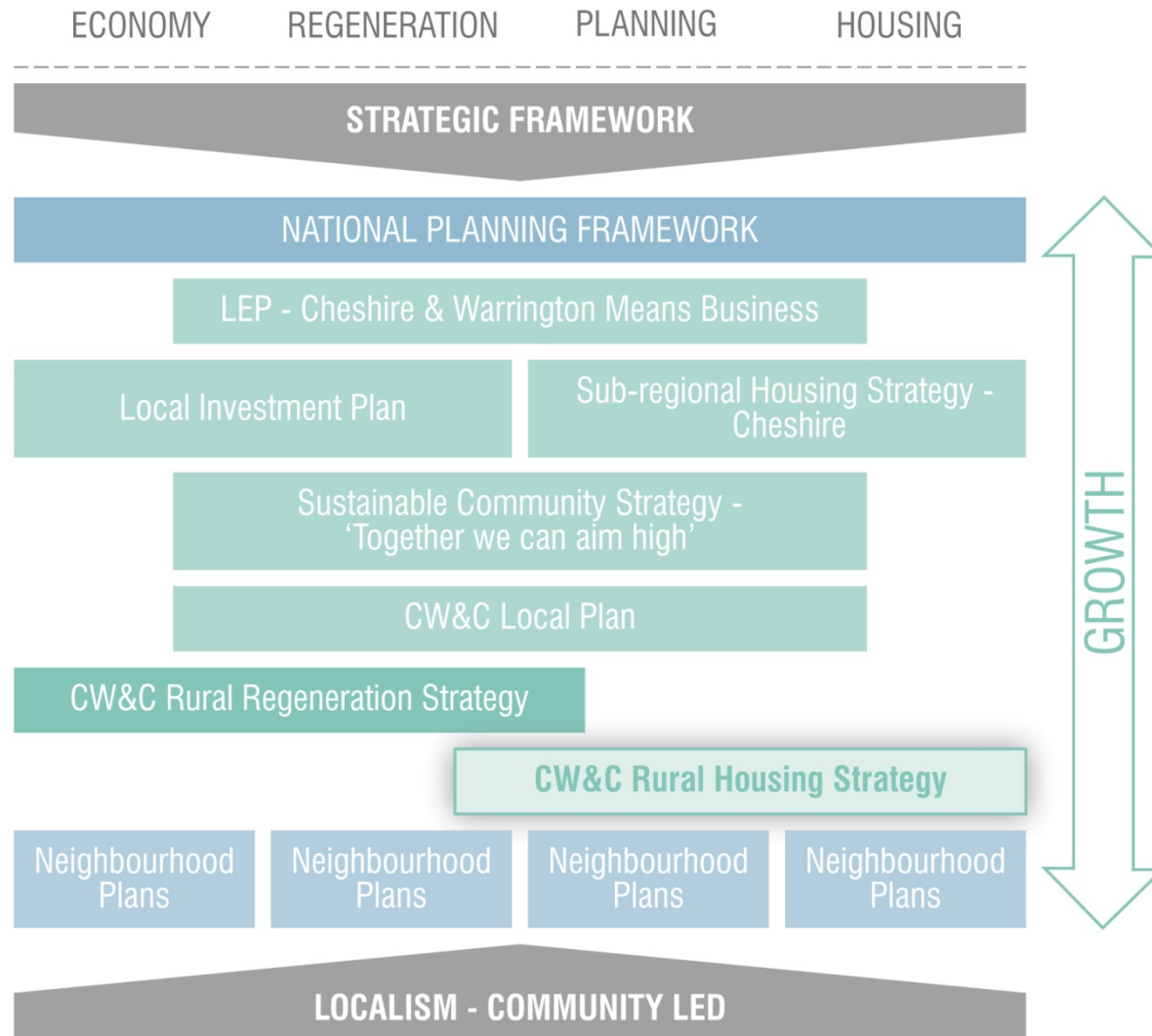


Key issues from evidence & consultation



Role of the Two Strategies



Scale of Growth to 2030

Re-vitalising Communities requires..

- § 17000 people below pensionable age (5% increase on total population)
- § 8000 houses (15% increase)
- § 3600 jobs (7% increase)

Unleashing the Potential requires..

- § between 2000 and 4000 additional households



Contributing to CW&CC aspirations around sustainable economic growth requires..

- § access to land, development capacity & finance
- § access to high quality education, skills and training
- § targeted investment in high value businesses and clusters
- § super fast broadband infrastructure and public transport

.....whilst ensuring that the natural and historic environment is protected for the benefit of future generations

Implementation

How to Achieve Objectives

IMPLEMENTATION FRAMEWORK

Implementation - Delivering the Rural Strategy Framework

Create a Viable Structure
for Rural Governance

Set a Positive
Planning Context

Secure Best Value from
Public Assets

A Commitment to New Ways of Working

Localism - working with and
through parishes and towns
(neighbourhoods)

Place Based Working - multi-
discipline teams from within
& beyond the Local Authority

Local Delivery Partnerships -
partnering with estates, RSL's
Business & Social Enterprises

The Council's Changing Delivery Roles

Interventions -
where market failure
affects economic &
quality of life outcomes

Enabling - meeting "half way" and
providing the conditions & professional
support for others to deliver positive
outcomes

Commissioning -
programmes & projects

Major Initiatives

To revitalise rural communities and contribute to Cheshire West & Chester's sustainable economic growth

Supply of land

Strategic housing partnerships

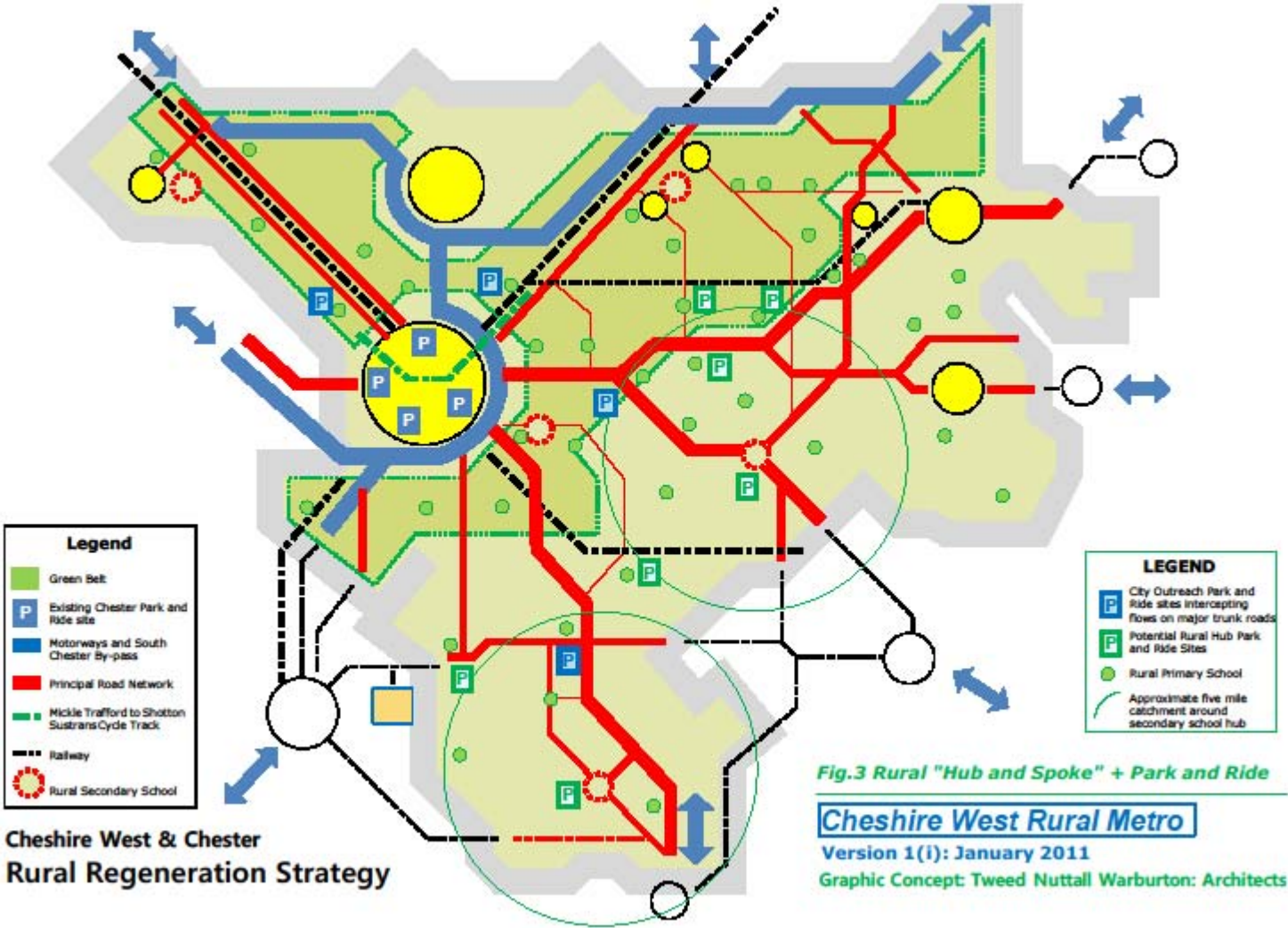
Neighbourhood Planning

Super Fast Broadband

Renewable Energy

“Rural Metro” accessibility programme

Rural Metro



Rural Housing Strategy

- Vision:
 - Retain the qualities that make Cheshire West's rural housing markets 'market's of choice', whilst ensuring that all current and future residents have the choice to live locally.
- Challenges and opportunities:
 - A new planning and economic context;
 - Meeting future household demand;
 - Enabling growth;
 - Affordability;
 - Meeting specific housing needs;
 - Promoting quality and sustainability.

Rural Housing Strategy

- Four strategic priorities:
 1. Revitalising communities by enabling growth
 - Partnership working
 - Land
 - Planning approaches
 2. Delivering housing to meet specific needs
 - Affordable housing
 - More choice – older persons
 3. Realising the potential of existing stock
 - Empty homes
 - Under-occupancy
 - Decent homes
 4. Enabling innovative approaches
 - Neighbourhood Planning
 - Development of delivery mechanisms such as Community Land Trusts

Rural Housing Strategy

- Delivery and implementation
 - Lead by the Housing Strategy and Enabling Team
 - Partnership delivery: local communities / Parish Councils; other Council teams; Registered Providers; Landed Estates; Developers and House Builders.
 - Localism - engagement and involvement of local communities, neighbourhood planning.
 - Communication – between delivery partners, the Council and the rural communities.

Consultation

Public Consultation

End date 20th June 2011

http://www.cheshirewestandchester.gov.uk/news_and_events/council_consultations/rural_regeneration_strategy.aspx

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