Mole Valley Rural Community Strategy
Action Plan 2017-2018
The research scoping and consultation process has identified a number of key priorities and suggested actions across the three strategic priority issues:

1. Digital Connectivity: Broadband and Mobile (DC)
   - **Reference**: DC1
   - **Key Actions**: Working with Surrey County Council (SCC), Mole Valley’s Economic Development Team to identify which rural Mole Valley areas do not have superfast lobby direct with Superfast Surrey, plus work with Coast to Capital Local Enterprise Partnership (LEP) on possible initiatives for funding installation of superfast broadband.
   - **Primary Responsibility/Responsibilities**: MVDC Economic Development Service to collect data and lobby SCC Superfast Surrey on local delivery and BT commercially. Working with LEP on initiatives to fund superfast broadband into specific rural business areas.
   - **Timeframe**: 2017/18

2. Rural Housing (RH)
   - **Reference**: RH1
   - **Key Actions**: MVDC to meet with rural housing enablers such as AiRS, Surrey CA, HARAH, National CLT Network to review best practice for rural housing.
   - **Primary Responsibility/Responsibilities**: MVDC Economic Development Service, MVDC Planning Policy Team, MVDC Housing Officers.
   - **Timeframe**: 2017/18

3. Community Safety (CS)
   - **Reference**: CS1
   - **Key Actions**: MVDC to disseminate Department for Communities and Local Government (DCLG) White Paper and LEP policy and guidance on rural housing issues to key local influencers and representatives.
   - **Primary Responsibility/Responsibilities**: MVDC Communications Team, MVDC Planning Policy Team, MVDC Housing Officers.
   - **Timeframe**: 2017/18

4. Visitor Economy (VE)
   - **Reference**: VE1
   - **Key Actions**: MVDC to disseminate Department for Communities and Local Government (DCLG) White Paper and LEP policy and guidance on rural housing issues to key local influencers and representatives.
   - **Primary Responsibility/Responsibilities**: MVDC Communications Team, MVDC Planning Policy Team, MVDC Housing Officers.
   - **Timeframe**: 2017/18

5. Community Assets (CA)
   - **Reference**: CA1
   - **Key Actions**: MVDC to disseminate Department for Communities and Local Government (DCLG) White Paper and LEP policy and guidance on rural housing issues to key local influencers and representatives.
   - **Primary Responsibility/Responsibilities**: MVDC Communications Team, MVDC Planning Policy Team, MVDC Housing Officers.
   - **Timeframe**: 2017/18

6. Rural Based Businesses (RBB)
   - **Reference**: RBB1
   - **Key Actions**: MVDC to disseminate Department for Communities and Local Government (DCLG) White Paper and LEP policy and guidance on rural housing issues to key local influencers and representatives.
   - **Primary Responsibility/Responsibilities**: MVDC Communications Team, MVDC Planning Policy Team, MVDC Housing Officers.
   - **Timeframe**: 2017/18

The issues and challenges that require immediate attention are included in the proposed Action Plan 2018/19. Other actions requiring attention will be reviewed annually through an Annual Rural Community Summit (ARCS) – see Section 7.
### Community Safety (CS)

<table>
<thead>
<tr>
<th>Reference</th>
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<th>Primary Responsibility/Responsibilities</th>
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</tr>
</thead>
<tbody>
<tr>
<td>CS1</td>
<td>Rural business crime to be raised as an issue with the police and other relevant agencies</td>
<td>MVDC Community Safety and Wellbeing Team, Surrey Police and other emergency services</td>
<td>2017/18</td>
</tr>
<tr>
<td>CS2</td>
<td>Cross-agency action initiated to tackle rural fly-tipping through proactive enforcement and prosecution</td>
<td>Surrey Police, MVDC Crime Partnership, MV Environmental Services Team, SCC Highways</td>
<td>2017/18</td>
</tr>
<tr>
<td>CS3</td>
<td>Continue support for Mole Valley Rural Crime Panel, current and future rural community safety initiatives such as Country Watch and Rural Speed Watch</td>
<td>MVDC Community Safety and Wellbeing Team, Surrey Police and other emergency services</td>
<td>2017/18</td>
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### Visitor Economy (VE)

<table>
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<tbody>
<tr>
<td>VE1</td>
<td>MVDC to review the need for tourist information provision in the district</td>
<td>MVDC Member Tourist Information Panel, MVDC Economic Development Service</td>
<td>2017/18</td>
</tr>
<tr>
<td>VE2</td>
<td>MVDC to work with local stakeholders and partners to maximise value, yet minimise harmful impact of cycling (both on and off road), horse riding and walking on residential amenity and environmental quality</td>
<td>MVDC Strategic Leadership Team and MVDC Economic Development Service</td>
<td>2017/18</td>
</tr>
<tr>
<td>VE3</td>
<td>MVDC to work with East Surrey colleagues to develop an East Surrey public and private sector destination management partnership (DMP)</td>
<td>MVDC Strategic Leadership Team and MVDC Economic Development Service</td>
<td>2017/18</td>
</tr>
<tr>
<td>VE4</td>
<td>Continue to promote and develop Mole Valley tourism assets such as the Deepdene Trail and Hoops Spring Eternal project</td>
<td>MVDC Economic Development Service, MVDC Communications Team, MVDC Community Safety and Wellbeing Team and MVDC Parks Team</td>
<td>2017/18</td>
</tr>
<tr>
<td>VE5</td>
<td>MVDC to include the value and economic potential of the rural visitor economy within the new Mole Valley Economic Prosperity Strategy</td>
<td>MVDC Economic Development Service and Visit Surrey, Destination Management Plan</td>
<td>2017/18</td>
</tr>
<tr>
<td>VE6</td>
<td>New Mole Valley Local Plan reflects the need and benefits for sustainable rural tourism</td>
<td>MVDC Economic Development Service and MVDC Planning Policy Teams consult with wider tourism sector over development of new Local Plan</td>
<td>2017/18</td>
</tr>
<tr>
<td>VE7</td>
<td>Use European Agricultural Fund for Rural Development (EAFRD) funding to deliver the Wheels, Feet and Hooves initiative</td>
<td>MVDC and Tandridge District Council</td>
<td>2017/18</td>
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</tbody>
</table>
**5 Community Assets (CA)**

<table>
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<tbody>
<tr>
<td>CA1</td>
<td>Support local rural communities, identify and promote the Register of Assets of Community Value</td>
<td>MVDC Economic Development Service; reference to external organisations such as, Plunkett, Pub is the Hub, Surrey Countryside and Rural Enterprise Forum (SCREF), SCA</td>
<td>2017/18</td>
</tr>
<tr>
<td>CA2</td>
<td>Mole Valley Revenues ensure maximum take-up and adoption of National Non-Domestic Rates (NNDR) rural reliefs through proactive promotion of scheme</td>
<td>MVDC Revenues Team and MVDC Economic Development Service</td>
<td>2017/18</td>
</tr>
<tr>
<td>CA3</td>
<td>New Mole Valley Local Plan development to consider policy approach to protecting community assets</td>
<td>MVDC Economic Development Service and MVDC Planning Policy Teams consult with local stakeholders over development of the new Local Plan</td>
<td>2017/18</td>
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**6. Rural Based Businesses (RBB)**

<table>
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<tr>
<td>RBB1</td>
<td>MVDC Economic Development Team to organise, with partners, a ‘rural road show’ to assist rural business with grants, support information, rate relief information RBB1 above</td>
<td>MVDC Economic Development Service, MVDC Communications Team, MVDC Revenues Team, other identified partners</td>
<td>2017/18</td>
</tr>
<tr>
<td>RBB2</td>
<td>MVDC to help promote rural funding opportunities such as Rural Survey LEADER; Coast to Capital (C2C) Growth Grants, EAFRO etc (see RBB1 above)</td>
<td>MVDC Economic Development Service and MVDC Communications Team with other partners such as NFU, CLA, SCREF, SCA, C2C</td>
<td>2017/18</td>
</tr>
<tr>
<td>RBB3</td>
<td>MVDC to support and promote initiatives such as C2C ‘growth navigators’ to help rural based businesses (see RBB1 above)</td>
<td>MVDC Economic Development Service, MVDC Communications Teams, C2C Growth Navigator Team</td>
<td>2017/18</td>
</tr>
<tr>
<td>RBB4</td>
<td>MVDC to keep engaged with rural focussed organisations such as, Action with Communities in Rural England (ACRE), Surrey Community Action (Surrey CA), Farming and Rural Issues Group for the South East (FRIGSE), SCREF</td>
<td>MVDC Economic Development Service, MVDC Strategic Leadership Team</td>
<td>2017/18</td>
</tr>
<tr>
<td>RBB5</td>
<td>MVDC to recognise the important of rural businesses in preparing the new Local Plan</td>
<td>MVDC Planning Policy and MVDC Economic Development Service</td>
<td>2017/18</td>
</tr>
</tbody>
</table>
Alternative formats

If you need this document in an alternative language/format, please contact the Communications Team on 01306 885001 or communications@molevalley.gov.uk

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