

CONFERENCE REPORT

AGENDA ITEM No. 16 (e)<sup>123</sup>

**Committee:** ECONOMIC DEVELOPMENT

**Subject:** STRATEGIC ALLIANCES: PARTNERSHIPS FOR GROWTH -  
MANAGING ALLIANCE NETWORKS

**Conference Organiser:** THE ECONOMIST MAGAZINE

**Venue:** RADISSON HOTEL, LONDON

**Conference Fee:** £530

**Date(s):** 20 JUNE 1996

**Recommendation:** NO REPRESENTATION

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AGENDA ITEM No. 16(d)

**Committee:** Economic Development

**Subject:** Regeneration of Rural Areas - An assessment of the themes in the Rural White Paper

**Conference Organiser:** INLOGOV

**Venue:** Birmingham

**Conference Fee:** £175

**Date(s):** 13 June 1996

**Recommendation:** Vice-Chair, one other member and one official

### The Regeneration of Our Rural Areas

#### An Assessment of some of the Themes in the Rural White Paper

*"This White Paper is about a living and working countryside. It recognises the stresses and strains of widespread change but it never forgets those distinctive qualities whose preservation is a continuing commitment in a country which values the rural way of life."*

**Rural White Paper**

*"We have set three broad objectives for rural policy:*

- *economic renewal, to ensure a wide range of job opportunities*
- *social and democratic renewal, to strengthen rural communities*
- *the protection and enhancement of the countryside environment"*

**Labour Policy Paper**

*"It is a question of maintaining the pattern of rural settlements inherited from the past - not with the aim of preservation but rather of development, within the framework of a forward-looking strategy, corresponding to present day needs, and with autonomous development as its goal."*

**Franz Fischler, Member of the European Commission**

The white paper 'Rural England' has been generally welcomed for its policies, but criticised because it does not identify resources to achieve them. Similar thoughts have been expressed by the Labour Party, and by the European Union.

This seminar will review some of the key themes, with speakers from ACRE - the charity which campaigns to give rural people a greater say in their future; from MAFF (concentrating on diversification and related funding opportunities) from a rural TEC, and a rural housing project and community comment.

It concludes with two case studies from councils which are implementing dynamic economic, and community development programmes in rural areas.

### PROVISIONAL PROGRAMME

- 9.30 Coffee, registration
- 10.15 Welcome, Introduction - Key Themes for the day
- 10.40 Creating Employment in the Countryside  
**Les Roberts, Director, ACRE**
- 11.15 Discussion and Questions
- 11.40 Making Best use of Resources to Diversify out of Agriculture  
**Roy Dart, Senior Policy Adviser, Ministry of Agriculture, Fisheries and Food**
- 12.10 Discussion and Questions
- 12.30 Lunch
- 1.30 Business Support and Training in Rural Areas  
**Stephen Jury, Chief Executive, Shropshire TEC**
- 2.00 Discussion
- 2.15 Housing Regeneration and Local Initiative in the Countryside  
**Diana Farrow, Wiltshire Rural Housing Association and Wiltshire Rural Community Council**
- 2.45 Discussion
- 3.00 Tea
- 3.15 Case Studies  
Local Partnerships in South Herefordshire  
**Adrian Marshall, Economic Development Officer, South Herefordshire DC**  
Community Involvement in North Lincolnshire  
**Gwen Swinburn, Economic Development Officer, North Lincolnshire Council**
- 4.00 Discussion and Questions
- 4.30 Seminar End

### FEE

The fee for the seminar will be £175 per person to include refreshments, lunch and all documentation.

### BOOKINGS

Bookings are subject to availability and should be made on the attached form as soon as possible, preferably before Monday 13 May 1996.

This information is being circulated to:

- Leader of the Council (2 copies to be passed on to interested Councillors)
- Chief Executives
- Director of Planning
- Officers responsible for Economic Development
- Director of Housing
- Chief Executives of TECs, LECs, Business Links and principal Enterprise Agencies and Rural Community Councils

Venue:

**Birmingham**