

RDPE Network

Action Plan 2010 - 2011



The European Agricultural Fund for Rural Development: Europe investing in rural areas.



defra
Department for Environment
Food and Rural Affairs



Commission for Rural Communities
Tackling rural disadvantage

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Contents

Section	Page
1. Introduction	3
2. Purpose of the RDPE Network	4
3. Context	4
4. Structure and Services of the RDPE Network	5
5. RDPE Network Work Programme 2010-11	8

DRAFT

1. Introduction

“Policy runs on ideas and experience: Ideas have the advantage that, if you share them around, their total value increases and they also tend to multiply. Experience has the advantage that it helps us to grow ideas into success stories.”*Europe’s rural areas in action: facing the challenges of tomorrow, European rural development conference 2008*

- 1.1 In line with the RDPE Network 2007-2013 PID and the Defra–CRC RDPE Network Contract and Technical Assistance letter dated 10th September 2008, this document sets out the activities (work programme) of the RDPE Network for the operational period 1st April 2010 to 31st March 2011, as agreed by the Defra RDPE Team, RDPE Programme Monitoring Committee and Commission for Rural Communities (CRC) Executive Board – see Section 5;
- 1.2 In compliance with the Rural Development Regulation Article 68(2) and Commission Regulation (EC) No. 1974/2006, this Action Plan will include two main groupings of activities:
 - i. Those needed to run the Network structures (i.e. business and financial management etc.);
 - ii. Operational stakeholder activities (i.e. website, focused events etc.)
- 1.3 This Action Plan has been based on the need and requirements of RDPE stakeholders as evidenced by, the RDPE Network Market Research and Stakeholder Engagement Project, feedback and priorities set at the face to face networking events delivered through 2009-10 and dialogue with Defra, the delivery bodies and key stakeholder organisations.
- 1.4 It should be recognised that this Action Plan is a dynamic tool, which will be reviewed quarterly to capture the reality of evolving implementation. Thus, activity maybe added or reprioritised throughout the year, in order to maximise opportunities or react to changing challenges or assumptions. Any significant changes will be agreed with the Defra RDPE Team.

2. Purpose of the RDPE Network

2.1 The purpose of the RDPE Network is to support the delivery of the RDPE through providing tools and opportunities for stakeholders to exchange ideas, practice and experience across the four axes and at EU, national, regional and local levels.

2.2 The overarching policy goals to which the RDPE Network contributes are two-fold:

- i. *'The aim of the RDPE is to safeguard and enhance the rural environment, improve the competitiveness of the agricultural and forestry sectors and foster competitive and sustainable rural businesses and thriving rural communities'*.
- ii. *'The RDPE 2007-2013 is successfully implemented and evaluated'*.

2.3 In line with the European Rural Development Regulation, the overall benefit that the RDPE Network will realise by 31st March 2013 is:

'To support the delivery of the RDPE through the successful exchange of experience, ideas, knowledge and practice, on RDPE policy design, management and implementation, between comprehensive range of RDPE stakeholders at the local, regional, national and European levels.'

2.4 It is recognised that the Network does not exist in a vacuum and there are many rural development related networks already operating within England, UK and Europe. To fit within this background the Network applies a number of key principles in its development and activities:

- Building its legitimacy and capacity through users and stakeholders influencing the structure and activities of the Network and forming a central role in the delivery of specific networking activities;
- Building on existing networking structures to avoid duplication and maximise opportunities for joint working;
- Operate to embed integrated, sustainable development and link the environmental, economic and social objectives and activities under RDPE.

2.4 The RDPE Network is for everyone involved in the design, programme management and programme implementation of the RDPE and encourages everybody with an interest in the RDPE to get involved by sharing ideas, knowledge, experience and practice with others. Specific stakeholders vary according to the focus of the activity, related axes, delivery level and region.

3. Context

3.1 The RDPE is a six year (2007-2013) funding programme, with a budget of £3.9 billion, which will implement in England, the European Union (EU) Rural

Development Regulation. This Regulation sets out a menu of measures which, in combination with other EU legislation, is designed to meet EU priorities for rural development through support for economic, social and environmental objectives within a common framework across all Member States. The EU's priorities for rural development, also identified as axes, include:

- Improving the competitiveness of the agricultural and forestry sectors (Axis 1);
- Improving the environment and the countryside (Axis 2);
- Improving the quality of life in rural areas and encouraging diversification of the rural economy (Axis 3);
- Building local capacity for employment and diversification (Axis 4).

3.2 Article 68(1) of the Rural Development Regulation, states that, '*each Member State shall establish a national rural network, which groups the organisations and administrations involved in rural development*'. Further to this and in accordance with Article 66(3) of the Regulation, Chapter 16 of the RDPE Programme Document clarifies that each region [country] of the UK will establish its own rural network.

3.3 In addition to these country focused networks, the UK will establish a UK National Rural Network (UK NRN) to link the four networks being developed for the rural development programmes for England, Scotland, Wales and Northern Ireland. This UK NRN will also provide the interface with the European Commission and the European Network for Rural Development.

3.4 Whilst the development of the RDPE Network is compulsory, the Network Unit recognises that many national and sub-national structures and networks relevant to RDPE already exist. Thus, the Network is operating by working with and through these existing organisations and structures, in order to avoid duplication and support and add value to existing arrangements.

3.5 In recognition of the regional variation in RDPE policy and delivery priorities, the Network operates and delivers activities which are flexible to different regional RDPE needs, e.g. how it links to, works with and is used by, the eight regions and sub-regional organisations and interested stakeholders. This is key to ensuring that the broad range of interested stakeholders can benefit from and contribute effectively to the activities of the RDPE Network and that it remains useful and relevant through to 2013.

4. Structure and Services of the RDPE Network

4.1 All Network activities and services are open and accessible to anyone with an interest in the RDPE and everybody is encouraged to get involved and share ideas, knowledge, experience and practice with others. The RDPE Network does not have a formal membership scheme or structure.

4.2 The CRC has been tasked, by Defra as the RDPE Managing Authority, to act as the Network Unit to co-ordinate the activities and structures necessary for

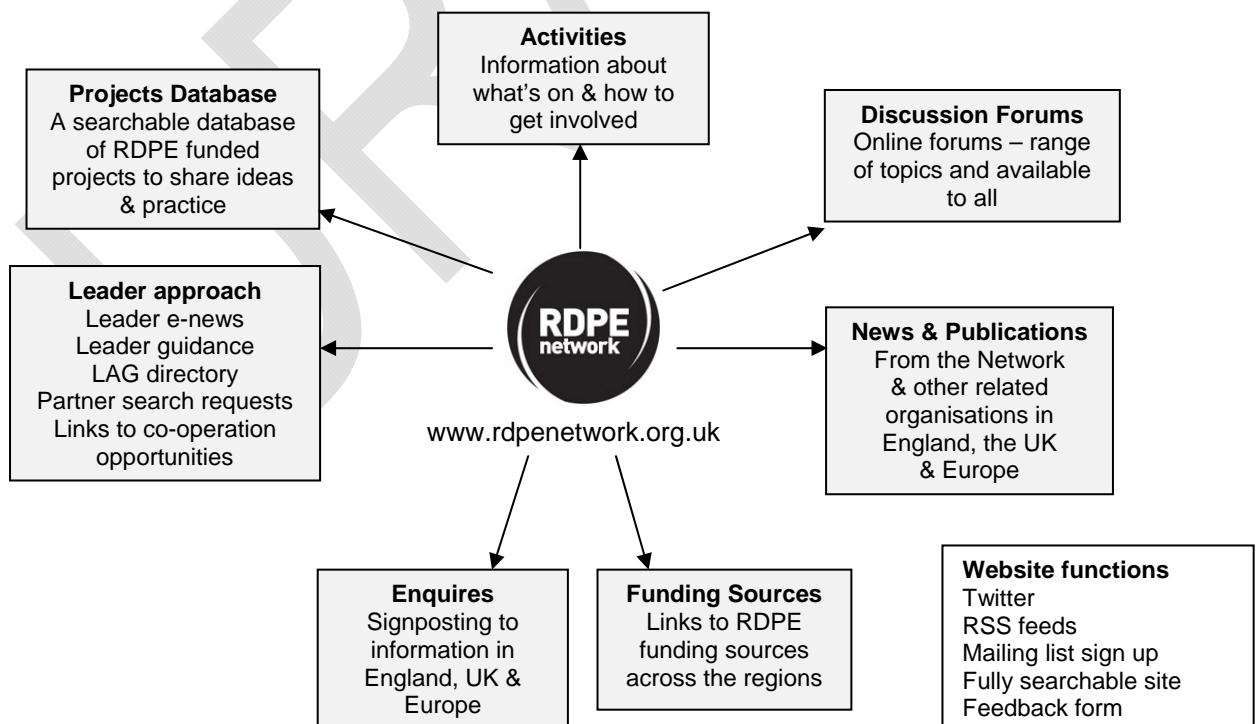
the development and operation of both the RDPE Network and the UK National Rural Network.

4.3 The role of the Network Unit is to deliver the annual Action Plan in collaboration with RDPE stakeholders and to facilitate networking activities and services to stimulate the exchange of ideas and practice, in order to support the delivery of RDPE. The Unit consists of 2.8 members of staff:

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Tel: 07900 608322
- Sophie Fraenkel: Co-ordinator - sophie.fraenkel@ruralcommunities.gov.uk
Tel: 01242 533494 or 07900 608150
- James Elliott: Information Officer - james.elliott@ruralcommunities.gov.uk
Tel: 01242 534054 or 07825 280324

4.4 The current services delivered by the RDPE Network are illustrated below. These services have been developed based on stakeholder needs and with stakeholder involvement in shaping them. If you have ideas on how these services could be developed or opportunities for future networking activities, please get in touch via:

- E-mail - rdpenetwork@ruralcommunities.gov.uk
- Tel – 01242 534054
- Twitter - www.twitter.com/RDPENetwork



4.5 The RDPE Network also provides stakeholders with a link to information and activity within the UK and European. At a UK level, the Network contributes to the UK National Rural Network (UK NRN). The UK NRN acts as a hub to exchange project ideas, signpost to information and creates networking opportunities within the four UK countries and with the European Network for Rural Development, the European Commission and other member states – www.uknationalruralnetwork.org.uk . The UKNRN (and thus the RDPE Network) has a position on two European rural development policy committees:

- i. The co-ordination committee, which reports on progress of the RDPs and current rural development policy debates through the four thematic working groups (targeting territorial specificities and needs in rural development, agriculture and the wider rural economy, public goods and public intervention, delivery mechanisms of European rural development policy);
- ii. The Leader sub-committee, which is focused addressing the issues around supporting the Leader approach to delivery the RDPs in member states.

5. RDPE Network Work Programme 2010-2011

This work programme is a dynamic tool, which will be reviewed quarterly to capture the reality of evolving implementation. Thus, activity maybe added or reprioritised throughout the year, in order to maximise opportunities or react to changing challenges or assumptions. Any significant changes will be agreed with the Defra RDPE Team.

Abbreviations: *CAP* – Common Agricultural Policy / *C'ers* – CRC Commissioners / *EERF* – European Economic Recovery Fund / *EN RD* – European Network for Rural Development / *NCFI* – National Care Farm Initiative/ *NRNs* – National Rural Networks / *PMC* – RDPE Programme Monitoring Committee / *RDPs* – Rural Development Programmes / *RDPE Team* - Defra RDPE Team / *UK NRN SG* – UK National Rural Network Steering Group / *Unit* – RDPE Network Unit

No.	Activity Description (What)	Who	Timescale (When)	Indicators of Delivery (How)
Output 1 – Develop and deliver in collaboration, meaningful and accessible networking activities to facilitate interaction between those organisations and individuals with an interest in RDPE, to exchange ideas, experience and practice on the RDPE.				
1.1	Receive and respond to general information enquiries via e-mail and telephone.	<ul style="list-style-type: none"> Unit 	<ul style="list-style-type: none"> Enquiries – 3x/wk 	<ul style="list-style-type: none"> Process general enquiries received via telephone 3x/wk Process general enquires received via e-mail 3x/wk. <p>(Note: A general enquiry will be responded to within 3 working days).</p>
1.2	<p>Work with relevant organisations to develop and deliver networking activities to exchange experience and practice, focused on cross-axes (within and between) project delivery and integration¹ in RDPE. Activity to include:</p> <ul style="list-style-type: none"> Identify and highlight (case studies/visits) integrated projects being delivered¹ (England, Wales and Scotland Re: their focus on tourism, agri-food and energy etc.); Networking between the regional forestry sectors; Linking the forestry sector and LAGs, e.g. forestry training, LDS content; RDPE: Taking Stock and Sharing Knowledge - joint event with Northern Rural Network; 	<ul style="list-style-type: none"> Unit RDPE Team Delivery bodies Others tbc per activity 	<ul style="list-style-type: none"> Integrated projects – Sept.2010-March 2011; Regional forestry sectors – 2x/yr; Forestry & LAGs – July 2010; Joint NRN event and follow-up – 02/07/10; Joint RSN event (workshop 2) and follow-up – 06/08/10; Joint RSN event (workshop 3) and 	<ul style="list-style-type: none"> Clear purpose, outcome and outputs established for each networking activity planned and delivered; Communications plan developed and delivered to ensure maximum accessibility to activity and information; Stakeholder feedback collated for each networking activity delivered. Aim for 80% of feedback indicating that stakeholders found the activity useful or very useful; Provide clear and accessible information to capture ideas, experience and practice exchanged; Provide feedback to Defra and delivery bodies on key ideas, experience and practice exchanged;

	<ul style="list-style-type: none"> • Maximising Rural Regeneration through RDPE: Environmental Support – (workshop 2) joint with Rural Services Network; • Maximising Rural Regeneration through RDPE: Business Support – (workshop 3) joint with Rural Services Network; • Maximising Rural Regeneration through RDPE: Integrated Rural Development – (workshop 4) joint with Rural Services Network; • RDPE support to social farming enterprises – project joint with NCFI; 		<ul style="list-style-type: none"> • follow-up – 29/10/10; • Joint RSN event (workshop 4) and follow-up – 31/04/11; • Joint NCFI social farming project information & dissemination – 30/09/10 	<ul style="list-style-type: none"> • Complete monitoring and wash-up review.
1.3	<p>Work with relevant organisations to develop and deliver specific activities focused on the Leader approach, to support LAGs in their delivery and demonstrate integration between the Leader aspect of RDPE and broader programme. Activities to include:</p> <ul style="list-style-type: none"> • Fortnightly Leader e-news; • Maintain and develop LAG directory (LDS links) and info. page; • Signpost to transnational co-operation opportunities and guidance and manage partner search facility; • Networking perspective input to Defra ‘impact of Leader project’; • Promote use of discussion forum space to share practical examples and encourage self-help Q&A amongst LAG members, chairs, officers and RDAs; • Share practical examples of developing co-operation projects; • Explore practicalities of thematic workshops focusing on specific measures or groups of measures; • National LAG networking opportunity + integrated with broader programme; • Explore practicalities of joint delivering specific networking requests, including LAG exchange/mentoring/ partnering scheme, study tours, specialist inter-regional seminars (e.g. communication/marketing, young people). 	<ul style="list-style-type: none"> • Unit • LAGs • RDPE Team • Local Auth. • RDAs • Others tbc 	<ul style="list-style-type: none"> • Leader e-news – fortnightly • LAG directory – 31/10/10 • Transnational co-operation – ongoing • Defra project – 31/08/10 • Discussion forum – promotion drive – Aug.2010 • Co-operation project – 31/03/11 • National LAG networking – 31/03/11 	<ul style="list-style-type: none"> • Clear purpose, outcome and outputs established for each networking activity planned and delivered; • Communications plan developed and delivered to ensure maximum accessibility to activity and information; • Stakeholder feedback collated for each networking activity delivered. Aim for 80% of feedback indicating that stakeholders found the activity useful or very useful; • Provide clear and accessible information to capture ideas, experience and practice exchanged; • Provide feedback to Defra and delivery bodies on key ideas, experience and practice exchanged; • Complete monitoring and wash-up review.

1.4	Working with relevant organisations, develop and deliver a growing project practice database with search functionality, focused across the four axes, incorporating developments from CAP Healthcheck and EERF modifications.	<ul style="list-style-type: none"> • Unit • RDPE Team • Delivery bodies • LAGs 	<ul style="list-style-type: none"> • Project identification & external upload – ongoing to 31/03/11 • Review – 30/06/10 • Delivery body commitment – 30/06/10 • Alternative approaches – 31/08/10 • 1 alternative approach implemented – 31/03/11 • Increased usage by 31/03/11. 	<ul style="list-style-type: none"> • Unit identifies RDPE funded projects and encourages regional and sub-regional delivery bodies, project officers and beneficiaries to upload their project ideas and experience – ongoing through year. 100 new projects added per quarter; • Review range of projects currently on database against range of RDPE funding options and regions. Identify gaps and assess priority for identification of projects – 30/06/10; • RDPE Team reviews commitment with delivery bodies of their input into project database utilising existing processes, (via Defra delivery agreement) by end August 2010; • Identify and prioritise alternative approaches to 'bring the projects alive, sharing the story behind the projects and making practice stick' by 31/08/10; • Implement 1 alternative approach by 31/03/10; • Promote increased upload and search of projects database to increase usage by 10% from March 2010 activity by 31/03/11.
1.5	Identify and maximise regional-national networking opportunities and information exchange through developing and delivering active regional relationships with: RDPE regional management groups / networks / stakeholder groups / communication groups / events. Associated activities to include mutual support for communications and identification of practice.	<ul style="list-style-type: none"> • Unit • RDPE Team • Delivery bodies • Gov. Offices 	<ul style="list-style-type: none"> • Regular communications– 30/09/10 • Networking activity– 31/03/11. 	<ul style="list-style-type: none"> • RDPE Team secures commitment with delivery bodies of their input into RDPE Network, (via Defra delivery agreement) by end August 2010; • Establish regular communication (min. 6-monthly) with each of the 8 regions; • Deliver 1 networking activity of mutual benefit between the Network and each region by 31/03/10.
1.6	Signpost stakeholders to general RDPE information (regional and national); Programme and policy updates; RDPE delivery events (regional and national); Funding opportunities; LAG contact details; and Delivery body contact details.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Updates – fortnightly – 24x/yr. 	<ul style="list-style-type: none"> • Information updated fortnightly – 24x/yr

1.7	Signpost stakeholder to general information from other UK country rural development programmes and associated networks and associated trans-national activity opportunities.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Highlights – website fortnightly 24x/yr + e-news 12x/yr. 	<ul style="list-style-type: none"> • Identify information of specific interest and highlight on website as a 'news' or 'what's on' item updated fortnightly – 24x/yr; • Where relevant include in monthly general e-news – 12x/yr.
1.8	Signpost stakeholders to general information from the EN RD, European Evaluation Network and EC Rural Policy and associated trans-national activity opportunities.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Highlights – website fortnightly 24x/yr + e-news 12x/yr. 	<ul style="list-style-type: none"> • Identify information of specific interest and highlight on website as a 'news' or 'what's on' item updated fortnightly – 24x/yr; • Where relevant include in monthly general e-news – 12x/yr.
1.9	Explore links with CRC delivery around economic wellbeing, sustainable rural communities, services and climate change to maximise added value of CRC delivery to RDPE delivery.	<ul style="list-style-type: none"> • Unit • CRC Exec. Board 	<ul style="list-style-type: none"> • Discussion – 26/11/10 • Activity – 31/03/11 	<ul style="list-style-type: none"> • Hold exploratory discussion with CRC teams – Economies, Places and Services by 26/11/10; • Depending on discussions identify 1 topic for Unit to follow up and feed into CRC led activity by 31/03/11.
1.10	Follow up networking activity to promote use of ideas and solutions shared and actions identified - Nov. 2009 forestry; Feb. 2010 Local Action; March 2010 local authority; March 2010 UKNRN.	<ul style="list-style-type: none"> • Unit • RDPE stakeholders 	<ul style="list-style-type: none"> • Feedback – 28/05/10 • Collate ideas – 28/05/10 • Dissemination – 30/07/10 	<ul style="list-style-type: none"> • Provide feedback to Defra and delivery bodies on key ideas, experience and practice exchanged by 28/05/10; • Collate ideas not currently accessible and add to website by 28/05/10; • Disseminate ideas via promotion of discussion forums, e-news by 30/07/10.
Output 2 – Maintain and develop the RDPE Network website infrastructure to enable the exchange of ideas, experience and practice on RDPE, UK and European Rural Development Programmes				
2.1	Current website hosting and maintenance contract managed.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Monitoring report – approx. 1st day every month • Maintenance completed – approx. 7th and 14th day every month • Contract management completed – approx. 	<ul style="list-style-type: none"> • Monthly website monitoring reports received, users identified, implications considered and appropriate action taken – 12x/yr; • Website maintenance logged and prioritised with contractor – 12x/yr • Contract management processes delivered, including budgeting and accruals – 12x/yr.

			10 th day every month.	
2.2	Website content updated (information sources mainly from activity in outputs 1, 4 and 5).	<ul style="list-style-type: none"> • Unit • RDPE stakeholders 	<ul style="list-style-type: none"> • Review – monthly 12x/yr 	<ul style="list-style-type: none"> • Review of content for accessibility, relevance and consistency – monthly 12x/yr;
2.3	<p>Manage specific website development projects as identified through activity in outputs 1, 4 and 5.</p> <p>E.g. regional discussion forum space (requested by EofE and SW regions), website content moderation, project editing functionality, managing SPAM, updating of project template (re: measures), e-mail alerts, stream video clips, social media links, other EU language options.</p>	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Development identified by 30/09/10 • Timescales tbc pending activity identified. 	<ul style="list-style-type: none"> • Identify need for specific website development based on stakeholder feedback and functionality and draft project specification by 30/09/10; • Negotiate any associated additional costs; • Manage specific project as part of main website contract.
2.4	Develop, deliver and analyse website user survey to establish how the website can develop to meet user needs (include specific section on projects database, e.g. do users want more projects or more info. on each project?)	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Survey developed - 30/08/10 • Survey delivered & analysed – 30/09/10. 	<ul style="list-style-type: none"> • User survey developed involving users by 30/08/10; • User survey delivered and analysed by 30/09/10 to inform procurement of new website contract.
2.5	Manage procurement process for website hosting and maintenance (including provision of developmental work option) contract April 2011 - March 2013. Contract commencing 01/04/11.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Procurement process commences September 2010 • New contract commences 01/04/11. 	<ul style="list-style-type: none"> • Develop ITT, including provision for extended hosting options past March 2013 by 29/10/10; • Formal procurement process November 2010 to March 2011.
Output 3 – Update monitoring and evaluation mechanisms to assess the delivery and demonstrate the added value of the RDPE Network, (in line with the RDPE Network overall outcome/benefit).				
3.1	Review current monitoring and evaluation mechanisms to assess ongoing RDPE Network activity and propose future ongoing monitoring activity to be built into the feedback, monitoring and wash-up processes for each networking activity and quarterly reporting processes.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Review and recommendations – 31/08/10. 	<ul style="list-style-type: none"> • Review of current monitoring and evaluation mechanisms and recommendations identified by 31/08/10; • Recommendations implemented from 01/09/10 onwards, in: <ul style="list-style-type: none"> ➤ Feedback, monitoring and wash-up processes for each network activity;

				➤ Quarterly reporting processes.
3.2	Provide information to the RDPE mid-term review re: development, operation and delivery of Network + stakeholder intelligence captured from networking activities.	• Unit	• Information – tbc (Q1-3).	• Information to appointed consultants (May to September 2010)
3.3	Maintain record management systems to ensure information available for audit and evaluation	• Unit	• On-going to 31/03/11	• Maintain record management systems in accordance with CRC guidance – on-going to 31/03/11.
Output 4 – Contribute information to and participate in the UK National Rural Network Steering Group and UK and EN RD networking activities.				
4.1	Co-ordinate and contribute RDPE Network update information to UK NRN SG monthly via 'It's time to share' e-mail, teleconferences and face to face meetings.	• Unit	• Information – monthly. • Update – monthly.	• Share strategic and operational information with UK NRN, e.g. templates, ITTs, action plan, feedback forms, activity plans etc. on a monthly basis via e-mail 1 st Monday every month; Provide update at each UK NRN SG meeting (teleconferences 12/04/10, 10/06/10, 09/07/10, 12/08/10, 12/10/10, 12/11/10 and face to face 12/05/10, 10/12/10 remaining to be confirmed).
4.2	Contribute information to the development of the UK NRN Action Plan 2010-2011.	• Unit	• Steer – 12/05/10.	• Contribute steer at UK NRN Steering Group by 12/05/10.
4.3	Contribute to the follow up of UK NRN March 2010 networking conference through communication activities of key messages and ideas, experience and practice exchanged	• Unit	• Key messages by 28/05/10 • Publicity by 31/05/10.	• Shape key messages to be feedback to Managing Authorities and delivery bodies by 28/05/10; • Publicise the information, ideas and practice produced by the conference via twitter, website and e-news by 31/05/10.
4.4	Contribute to the identification of 2010-11 UK level face to face networking activity, following UK NRN March 2010 conference.	• Unit	• Project plan – 30/09/10 • Implementation – Sept. 2010 to March 2011.	• Contribute to project plan for theme activity drafted and sign-off by UK NRN Steering Group by 30/09/10 • Contribute to project plan implemented following sign-off September 2010 to March 2011.
4.5	Contribute to the development and implementation of	• Unit	• Plan – 25/06/10	• Contribute to communications plan drafted and

	the communications plan for activity, to maximise engagement and follow up.		<ul style="list-style-type: none"> • Implementation – tbc following sign-off. 	<p>sign-off by UK NRN Steering Group by 25/06/10.</p> <ul style="list-style-type: none"> • Implementation tbc once plan developed.
4.6	Attend EN RD NRN meetings – Based on prioritisation and agreement with UK NRN SG, prepare for, attend, feedback and action (including contacts into European database) from EN RD Network meetings (max. 2x/yr)	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • NRN - tbc 	<ul style="list-style-type: none"> • EN RD NRN meeting events – tbc (max. 2x/yr): <ul style="list-style-type: none"> ➢ Prepare by tbc ➢ Attend by tbc ➢ Feedback by tbc ➢ Action tbc following meeting.
4.7	Co-ordinate attendance at EN RD NRN Thematic Initiative on social farming. Support preparation, attendance (in person or via teleconference), feedback and action (max. 3x/yr)	<ul style="list-style-type: none"> • Unit • NCFI 	<ul style="list-style-type: none"> • Thematic initiative on social farming - tbc 	<ul style="list-style-type: none"> • Thematic initiative on social farming – tbc (max. 3x/yr) <ul style="list-style-type: none"> ➢ Prepare by tbc ➢ Feedback by tbc ➢ Action tbc following meeting.
4.8	Co-ordinate attendance at EN RD NRN Thematic Initiative on forestry. Support preparation, attendance(in person or via teleconference), feedback and action (max. 3x/yr)	<ul style="list-style-type: none"> • Unit • Silvanus Trust 	<ul style="list-style-type: none"> • Thematic initiative on forestry - tbc 	<ul style="list-style-type: none"> • Thematic initiative on forestry – tbc (max. 3x/yr) <ul style="list-style-type: none"> ➢ Prepare by tbc ➢ Feedback by tbc ➢ Action tbc following meeting.
4.9	Attend EN RD Co-ordination Committee / Leader sub-committee meetings– Based on prioritisation and agreement with UK NRN SG, prepare for, attend, feedback and action (including contacts into European database) from EN RD Network meetings (max. 1x/yr)	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Co-ordination Committee / Leader sub-committee - tbc 	<ul style="list-style-type: none"> • EN RD Co-ordination Committee / Leader sub-committee meeting – tbc (max. 1x/yr): <ul style="list-style-type: none"> ➢ Prepare by tbc ➢ Attend by tbc ➢ Feedback by tbc ➢ Action tbc following meeting.
4.10	Provide access to (via UK NRN website) and communicate EC and EN RD information (meetings, publications, guidance, events, newsletters etc) to RDPE Network stakeholders	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Publications – as published • Guidance – as published • Events and meetings – as advertised. 	<ul style="list-style-type: none"> • Publications include EU Rural Review, Rural Periodical, Rural News – as published; • Guidance include transnational co-operation, policy updates – as published; • Events include member state conferences, EU level conferences and meetings, e.g. Co-ordination Committee, Leader Sub-committee, Thematic Working Groups x4, NRN Thematic Initiatives x4, Leader Focus Groups x3 – as advertised.
4.11	Develop and maintain 4 European level stakeholder	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • 2 new contacts 	<ul style="list-style-type: none"> • Meet 4 new European level stakeholders;

	relationships to provide source of information on the NRNs and RDPs of other Member States.		<p>established per European level meeting attended</p> <ul style="list-style-type: none"> • 6 monthly catch-ups with Netherlands, Sweden, Ireland and tbc 	<ul style="list-style-type: none"> • Add contacts to UK NRN database; • Share information between UK NRN and RDPE stakeholders; • Stakeholder relationships with NRNs in Netherlands, Sweden, Ireland and tbc.
Output 5 – Overarching ‘Stakeholder Engagement Strategy and Communications Plan 2009–2013’ refreshed and mechanisms implemented to promote the work of and encourage participation in the RDPE Network and related networking activities to facilitate the exchange ideas, experience and practice.				
5.1	Update stakeholder analysis and prioritise key stakeholders, informed by leads and opportunities created in 2009-10.	<ul style="list-style-type: none"> • Unit • RDPE Team 	<ul style="list-style-type: none"> • Stakeholder analysis refresh– 30/07/10 	<ul style="list-style-type: none"> • Update stakeholder analysis exercise and agreed with CRC Executive Board, CRC Communications Team and RDPE Team by 30/07/10.
5.2	Stakeholder Engagement Strategy and Communications Plan 2009-2013 updated for 2010-11 to promote the work of, develop effectiveness and encourage participation in RDPE Network to support exchange of ideas, experience and practice.	<ul style="list-style-type: none"> • Unit • RDPE Team 	<ul style="list-style-type: none"> • Plan agreed – 30/07/09. 	<ul style="list-style-type: none"> • Stakeholder Engagement and Communications Plan updated and agreed with CRC Communications Team and RDPE Team by 30/07/09. To include review of: twitter communication, website content, networking activity communications planning and delivery.
5.3	<p>Implementation of Stakeholder Engagement Strategy and Communications Plan, including:</p> <ul style="list-style-type: none"> • Twitter communication; • Website content; • Maximise usage of website through Google ratings, RSS feeds and links/referrals from other websites and communication materials, e.g. leaflets, twitter, e-news from delivery bodies etc.; • Specific networking activity communications planning and delivery, including joint branded activity; • Updating of generic RDPE Network information sources (leaflet, banners, ppt); • Develop and trial a monthly RDPE Network e-news (focus on integration, policy/guidance, regional 	<ul style="list-style-type: none"> • Unit • RDPE Team • CRC Exec. Board 	<ul style="list-style-type: none"> • Twitter – 31/03/11 • Website content – 27/08/10 • Website usage – 31/03/11 • Info. sources – 27/08/10 • E-news – 27/08/10, then monthly • Forum – 31/03/11 • CRC: Leaflet usage by 31/03/11; Staff meetings (2x/yr); What’s New 	<ul style="list-style-type: none"> • Increase twitter communication activity by 25% from March 2010 activity level by 31/03/11; • Review consistency and quality of website content by 27/08/10; • Increase usage of website by 10% from March 2010 activity level by 31/03/11; • Specific networking activity communications planning and delivery, as identified in Output 1; • Generic information sources (leaflet, banners, ppt by 27/08/10); • Develop and trial a monthly RDPE e-news by 27/08/10, then monthly; • Increase forum usage by 25% from March 2010 activity level by 31/03/11;

	<p>activity, EU);</p> <ul style="list-style-type: none"> • Promote further use of discussion forums amongst Network stakeholders; • Maximise CRC understanding, use and promotion of RDPE Network to identify opportunities for linking policy and practice and delivery of RDPE. 		(1x/month); Team meetings (1x/yr/team)	<ul style="list-style-type: none"> • CRC activity to include: <ul style="list-style-type: none"> ➢ Consistent use of RDPE Network general leaflet by colleagues by 31/03/11; ➢ RDPE Network updates via staff meetings (2x/yr), what's new (1x/month) and team meetings (1x/yr/team).
5.4	Link RDPE Network communications plan to RDPE Communications Plan, to maximise communication opportunities, mechanisms and ensure consistency in key messages.	<ul style="list-style-type: none"> • Unit • RDPE Team 	<ul style="list-style-type: none"> • Cross-referencing – 31/10/10 	<ul style="list-style-type: none"> • Cross-referencing between RDPE Network and RDPE communications plans by 31/10/10 (Defra communications work due in next 4-6 months).
5.5	RDPE Network telephone enquiry line and e-mail address monitored.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • Answer phone and e-mail inbox checked 3x/wk. 	<ul style="list-style-type: none"> • Answer phone checked 3x/wk; • E-mail inbox checked 3x/wk.
5.6	Maintain RDPE Network contacts database to maximise communication of networking opportunities and information exchange.	<ul style="list-style-type: none"> • Unit 	<ul style="list-style-type: none"> • All activity on-going to 31/03/11. 	<ul style="list-style-type: none"> • Ensure contacts from networking activities, relationship development and enquiries are added to database (subject to their prior agreement) by 31/03/11; • Maintain Leader e-news circulation list by 31/03/11; • Maintain and develop general e-news circulation list by 31/03/11.
Output 6 – Network Unit managed to co-ordinate the development and operation of the RDPE Network.				
6.1	<p>Complete business planning processes, including annual and quarterly review and reporting processes.</p> <p>Note 1: This is to ensure that the structures, (activities such as staffing, contract management, business and financial planning etc.) are in place to run the network, as required by the Rural Development Regulation Article 68(2) and Commission Regulation (EC) No 1974/2006.</p> <p>Note 2: The progress report will be submitted with each</p>	<ul style="list-style-type: none"> • Unit • RDPE Team to sign-off 	<ul style="list-style-type: none"> • Annual Report – 31/05/10 • Action Plan – 28/05/10 • Q4 progress report – 12/04/10 • Q1 progress report – 09/07/10 • Q1 review – 19/07/10 • Q2 progress report – 08/10/10 	<ul style="list-style-type: none"> • 2009-10 Annual Report contribution completed and submitted to Defra by 31/05/10; • Action Plan 2010-11 drafted and sign-off by RDPE Team and Defra by 28/05/10; • Q4 2009-10 progress report completed by 12/04/10; • Q1 2010-11 progress report completed by 09/07/10; • Q1 Action Plan review + revised work programme sign-off by RDPE Team 19/07/10; • Q2 progress report completed by 08/10/10;

	quarterly claim to Defra, as evidence of activity against spend.		<ul style="list-style-type: none"> • Q2 review – 15/10/10 • Q3 progress report – 11/01/11 • Q3 review – 18/01/11 • CEO reports - 07/04/10, 07/07/10, 07/10/10, 06/01/11 • PMC – 16/11/10 	<ul style="list-style-type: none"> • Q2 Action Plan review + revised work programme sign-off by RDPE Team 15/10/10; • Q3 progress report completed by 11/01/11; • Q3 Action Plan review + revised work programme sign-off by RDPE Team 18/01/11; • CRC CEO reports x4 – 07/04/10, 07/07/10, 07/10/10, 06/01/11; • Update to RDPE PMC by 16/11/10.
6.2	Complete financial management processes, including annual and quarterly review and reporting processes.	<ul style="list-style-type: none"> • Unit • RDPE Team to sign-off 	<ul style="list-style-type: none"> • Budget – 31/04/10 • Traffic lights – approx. 10th every month • Accruals – approx. 10th day every month • Budget reprofile – Sept. 1010, Jan. 2011 	<ul style="list-style-type: none"> • 2010-11 budget drafted and sign-off by RDPE Team by 31/04/10; • Monthly CRC traffic lights report completed – 12x/yr; • Monthly CRC accruals completed – 12x/yr; • Budget reprofile confirmed with Defra – September 2010, January 2011.
6.3	Secure input and agreement to the Action Plan 2010-11 from stakeholders and governance structure. Note: In addition to input and agreement from the RDPE Team, this must also be obtained from the CRC Executive Board, Defra RDPE Team and RDPE Programme Monitoring Committee. This is also where formal added value (e.g. from CRC intelligence and resources) and stakeholder commitment (e.g. PMC members) can be secured.	<ul style="list-style-type: none"> • Unit • CRC Exec. Board sign-off • PMC • RDPE Stakeholders 	<ul style="list-style-type: none"> • Stakeholder feedback – 30/04/10 • CRC Executive Board – 30/04/09 • Defra – 28/05/10 • PMC – 29/06/10. 	<ul style="list-style-type: none"> • Action Plan 2010-11 drafted and circulated for comment to RDPE Network stakeholders – 2 week feedback period – 16/04/10 to 30/04/10; • Action Plan 2010-11 sign-off by CRC Executive Board by 30/04/10; • Action Plan 2009-10 sign-off by Defra 28/05/10; • Action Plan 2009-10 sign-off by RDPE PMC by 29/06/10.
6.4	Develop human resource as necessary to meet the requirements of delivery, within resource allocation.	<ul style="list-style-type: none"> • Unit • CRC Exec. Board 	<ul style="list-style-type: none"> • End of yr – 30/04/10 • WDP – 30/04/10 • Mid-year – 31/10/10 • Communication resource – 30/07/10 • Team meetings x12/yr 	<ul style="list-style-type: none"> • Complete 2009-10 end of year appraisal process (HEO/EO) by 30/04/10; • 2010-11 WDP process (HEO/EO) by 30/04/10; • Mid-year review process (HEO/EO) by 31/10/10; • Define and secure additional communication activity resource by 30/07/10; • Monthly team meetings x12/yr.

Notes:

¹ Integration in the RDPE to advance integrated rural development has different connotations depending on the context, individual or organisation concerned. Broadly it can be divided into two categories: i) Practical programme management within (sub-regional) and between regions; and ii) Implementation of integrated projects developed across the four axes and between administrative boundaries. Some examples might include:

- Developing and funding projects that deliver more than one axes priority;
- Developing and funding projects that deliver more than one regional RDPE policy priority;
- Developing projects that cross regional boundaries;
- Sharing policy and practical delivery approaches between devolved RDPE RIPs and delivery and sub-regional delivery bodies;

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