

Mole Valley Rural Community Strategy (MVRCS) 2017-2022

Vision

To support thriving, inclusive and sustainable rural areas which enhance the prospects for Mole Valley's rural communities and businesses and preserve the value of the district's natural assets for future generations



Values



We listen



We respect



We care



We trust



We lead

MVRCS Strategic Priorities



Rural Economy: to grow a prosperous, sustainable and viable rural economy, whether for land-based sectors, businesses that are located within rural Mole Valley or those that trade with rural Mole Valley, whilst recognising the goods and services they provide to residents, visitors and other business and their place in the wider economic supply chain.



Rural Communities: to maintain and strengthen thriving, inclusive and resilient rural communities, especially in terms of access to local public and commercial services, local transport provision, affordable housing, wellbeing and community safety, broadband and mobile connectivity.



Rural Environment: to safeguard, protect and enhance Mole Valley's rural environment, yet have appropriate and robust policies in place to allow sustainable economic prosperity. To allow residents and businesses in rural areas to thrive and prosper and for visitors to enjoy the countryside and rural villages while recognising the importance of the area's protected rural landscape.

MVRCS Priority Issues

DIGITAL CONNECTIVITY

- Superfast Broadband 30Mbps is available for all of rural Mole Valley
- Take-up of superfast broadband (when available) is promoted to all rural communities and businesses
- Deliver digital awareness training for older, vulnerable, hard to reach groups and businesses
- Push for district-wide coverage of mobile voice (2G) and data (3G and 4G)
- Eliminate mobile operator 'not-spots' throughout district
- Promote Broadband Delivey UK (BDUK) and Surrey County Council (SCC) schemes for helping rural premises achieving below 2Mbps performance
- All rural business parks, estates and commercial premises to enjoy access to Superfast Broadband (30Mbps) and above
- Specific business related issues with coverage of mobile voice (2G) and data (3G and 4G) are tackled
- Ensure broadband installation contractors undertake infrastructure works to required MVDCs standards

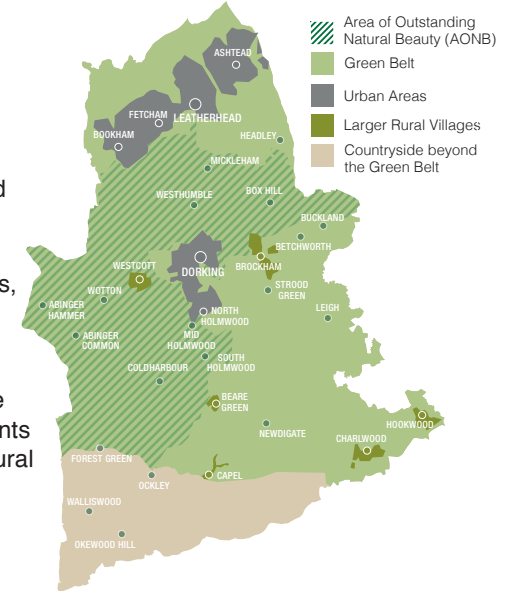
RURAL HOUSING

- Address lack of affordable rural housing, including for rural workers
- Safeguard affordable rural housing, encourage more affordable housing in perpetuity

- Address lack of 'down-size' housing in villages for 'empty nesters'
- Address reluctance of some communities to allow or support new housing
- Identify best practice for tackling rural housing issues

COMMUNITY SAFETY

- Ongoing support for rural crime initiatives such as 'Country Watch' and 'Community Speed Watch'
- To explore possibilities to provide sufficient police (and other emergency services) resources to effectively cover rural Mole Valley
- To explore possibilities to provide and retain specialist rural officer resource by Surrey Police: rural knowledge to be disseminated to other district officers
- *Mole Valley Rural Crime Panel* to be supported with secretariat capacity
- Strengthen road safety measuring specifically to reduce rural speeding and maintain rural road network
- Address the causes and effects of more complex rural isolation issues for older and vulnerable people
- Ensure that rural business crime is recognised as an issue and take action to ensure that it is prioritised accordingly
- Put in place effective procedures to combat and deal with rural fly tipping



VISITOR ECONOMY

- Increase the value (not necessarily volume) of the visitor economy within Mole Valley
- Effectively manage the interrelationship between visitors to Mole Valley and the needs of the residents, specifically related to cycling and horse riding
- Promote Mole Valley as a high quality, yet sustainable visitor destination
- Work in partnership with key Mole Valley attractions, accommodation providers and support businesses relevant to the wider visitor economy
- Ensure the new **Local Plan** recognises the need for, and the benefits of, sustainable rural tourism

COMMUNITY ASSETS

- Support the retention of key rural community assets such as rural pubs, village halls, rural post-offices, rural shops and filling stations
- Support the retention of key rural leisure assets such as parks, play areas and allotments

RURAL BASED BUSINESSES

- Support and promote initiatives that help rural sector and rural based businesses remain viable, thrive and prosper
- Ensure MVDC policies, plans and actions recognise and acknowledge the importance of the rural business community
- Advocate the need for educational awareness in schools, and higher education (HE) for rural sector skills; links to rural colleges in Surrey and Sussex