



The countryside charity Rutland

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Press Release and Briefing Note – CPRE Rutland Appoints Rutland 2036 Team: Published on Thursday May 28th 2020

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CPRE Rutland Appoints Rutland 2036 Campaign Team

The Rutland 2036 Campaign

The 2036 campaign is working with neighbouring CPRE county branches and Rutland's villages and towns to create a forward looking vision for Rutland and to protect and enhance its sustainability for future generations. Together we seek the right amount of development in the right places with truly affordable community led housing and effective infrastructure at the core of a new Local Plan. In addition, the campaign seeks to support the county's two market towns and sustainable villages by developing and piloting in Uppingham an accurate local housing needs survey template. Following evaluation, this will be made available to all parish councils in the county.

The Campaign Team

Commenting upon the selection of its campaign team, project leader Ron Simpson BEM said, "CPRE Rutland is pleased to announce these appointments. National and regional CPRE grants have made this possible. The challenges facing the Rutland community presented by the proposed new Rutland Local Plan, and particularly the St Georges site, go to the heart of what this countryside charity believes in. Rutland is such a special place with a very sustainable future. The campaign team of consultants is sufficiently experienced to support an effective challenge to the soundness of the proposed Plan prepared by Rutland County Council. The team hopes to influence key decision makers and arrive at a better set of outcomes for our beautiful county. CPRE Rutland is not against an appropriate amount of development in the right places. It supports the building of truly affordable homes, a healthy and safe environment, adequate infrastructure and long term transport planning. The charity looks forward to achieving these aims. The campaign is already increasing CPRE Rutland membership and local campaigning capacity. Collaboration has begun with impacted parishes and dialogue commenced with the county council. Protecting and sustaining Rutland's very special environment is at the heart of the Rutland 2036 campaign".

Details of the four consultants appointed to work with CPRE Rutland follows. They may be joined by legal advisors at an appropriate point in the campaign.

Martin Chilcott - Martin is a proven Marketing Director, Consultant, Board Member/Adviser and rural campaigner. He is currently a Trustee and Board Member of two charitable trusts and also plays a leading role in community led campaigns for sustainable development in the countryside. Martin is an experienced educator, trainer and mentor, and a Fellow of the Institute of Data and Marketing (IDM) of which he is a Course Tutor. He has also served as an NHS Non-Executive Director and as Chair of a Parish Council.

Neil Boughey - Neil has over 29 years' experience as a Chartered Planner, working for both Local Authorities and more recently as a consultant. He has significant experience in Local Development Frameworks (LDFs), having managed the day-to day delivery of both the Core Strategy and Site

Allocations Documents for Lincoln City Council and Bolsover District Council's Local Development Framework. This has included involvement in managing the preparation of Local Development Schemes, a Statement of Community Involvement and both Emerging and Preferred Options Papers. Neil also contributed to the preparation of a Critical Friend Report by POSE into the soundness of LDF work done in Bolsover to date. Neil has considerable experience in managing planning portfolios. He developed the methodology and tendered successfully for one of the first Strategic Housing Land Availability Assessment studies awarded to a consultancy in the UK. As part of LDF preparation he successfully delivered a housing trajectory as required planning policy and good practice guidance on Local Plan monitoring. Neil was a member of the steering group on the preparation of a Housing Market Assessment for the Northern sub-area of the East Midlands.

Kate Hiseman - Kate is the CEO of the Rutland Sustainable Land Trust and is also a doctoral researcher in natural capital and the role it has in supporting societies in rural areas. She has worked in the field of sustainable regeneration of landscapes and communities for 28 years, of which 13 were as a Lecturer in Sustainable Land Management and Planning at De Montfort University and Lincoln University. She has worked across several sectors including the public sector, civil service, not for profit, and consultancy. She was one of the first in the UK to apply Sustainability Assessments to Local Plan policy development, and is a BREEAM Communities assessor, both of which involves developing sustainability visions and actions to create thriving and balanced communities and biodiverse and functional environments. She has been involved in several rural regeneration initiatives including helping rural coalfield communities in North Nottinghamshire by engaging with groups, agencies and organisations and creating Local Agenda 21 Vision and Action Plans (and creating and running charitable organisations that will deliver the plans). More recently she has been involved in Neighbourhood Planning and the design and running of Garden Villages.

Sarah Hatherill - Sarah Hatherill is a multi disciplinary designer who specialises in brand identity and content creation. She trained as a graphic designer and illustrator and has been working in design since leaving Art College many moons ago! Before moving to Rutland she lived in France for five years. Before living in France she ran her own studio which was commissioned to design content and brand identities for corporates including Walkabout, Bar Risa, DELL and Country Living Exhibition (at London Design Centre).

Since moving to Rutland she has been employed as a marketing manager in a local FE college after which she was employed as brand lead in a signage studio where she led the team designing signage and environmental graphics for the marine and hotel sector. More recently she has worked with multiple stakeholders at the Wildlife Trust where she designed the brand identity for the Rutland Osprey and created the content for a Grand ideas campaign. Working with environmental groups in local schools on the Grand Ideas campaign has increased her understanding of waste and honed her design thinking around material usage and sustainability.

Project Enquiries

Please direct all general enquiries on the project to: Ron Simpson BEM, Chair CPRE Rutland
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Note to Editors

England's smallest county's way of life and infrastructure is under threat from the whims of a couple of landowners, one of them the Ministry of Defence. The county is currently building ahead of its targets for housing, in accordance with the existing local plan which comfortably meets the established OAN, but Rutland County Council (RCC) is setting about modifying these plans to satisfy the ambitions of these landowners in preference to the established needs of the community, and in the absence of any clear or coherent vision for the future of the county.

Given that nowhere in Rutland is more than a few miles from another county, it is important that the local plan also recognise developments planned in those counties. The MoD's demands are driven by the need for financial return rather than the public interest and there is strong public opposition to the apparent acquiescence of the county's politicians. CPRE Rutland believes politicians should be challenging such thinking and that a new Local Plan should ensure that the community's needs take priority.

CPRE Rutland sees the development of a better vision for Rutland as providing a clear opportunity to engage more closely with the local community and build greater support for CPRE across the county. Most of the current opposition to the new Local Plan centres on the proposal to create a new garden community at St George's Barracks, which the MoD is due to relinquish in 2022. There are currently some 16,000 houses in Rutland, and the established OAN is around 160 houses per year until 2036. This proposal would result in a completely new town of over 2200 dwellings, second in size only to Oakham, the county town. It is, furthermore, in a fairly remote site, unsuited to the scale of development proposed, and the inevitable increased demands on transport will run counter to efforts to address the climate emergency. Should a second large site at Woolfox, where over 5000 homes are proposed, also ultimately receive planning permission this would result in an increase of over 50% in the county's housing stock, before any other developments are counted. Reducing growth in other settlements to compensate would lead to significant loss of flexibility in meeting overall housing targets and impact long-term sustainability in the county.

CPRE Rutland believes the community is looking to CPRE to provide a balanced, evidence-based view and so give weight to their objections. CPRE Rutland has, therefore, implemented this major project to promote coherence around a long-term solution which satisfies the community's real needs and builds support for the organisation for the future.

About CPRE The countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live. With a local CPRE in every county, it works with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come. Founded in 1926, CPRE President is Emma Bridgewater. Patron is Her Majesty The Queen. www.cpre.org.uk

CPRE Strategic Goals

Aim 1 Connect people and countryside - We will promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes.

Aim 2 Promote rural life - With communities and partners, we will develop and promote a sustainable vision for living in the countryside in the 21st century. We will bring together solutions for the rural economy, housing, farming, transport and the natural environment to achieve positive progress for our countryside and those who live in it.

Aim 3 Empower communities – We will empower our network to engage with communities to involve more people in improving their local environment through volunteering and local action.

Aim 4 Grow our capacity – We will bring together a larger and more diverse group of people who share our belief in a countryside for all. This will increase our resilience, income and capacity.

About CPRE Rutland

CPRE Rutland is the independent countryside charity for Rutland that campaigns to promote, enhance and protect the countryside in Rutland for everyone's benefit, wherever they live. Founded in 1970, its President is Sir Laurence Howard KCVO OBE. Current Chair is Ron Simpson BEM of Uppingham, Rutland. Ron is a former Regional Director of the Local Government Management Board and a government appointed Neighbourhood Planning Champion.