



### What Next?

Having read through this leaflet now you will want you to move forward so what are the next steps?

- ✿ Establish a steering committee to oversee the healthcheck
- ✿ Complete the healthcheck, create your vision, and develop your action plan
- ✿ Establish and/or develop your Town Partnership by considering the following:  
Structure: Constitution:  
Accountable: Representation
- ✿ Maintain and/or develop strong links with your Borough, District and Parish Councils

- ✿ Understand SEEDA outputs, monitoring and auditing requirements
- ✿ Identify suitable projects from the Action Plan
- ✿ Prepare a Business Plan considering:  
*The need for a feasibility study*  
*The need for expert help*  
*The need to continuously maintain networks*  
*The need for pilot funding*

Talk to others who have gone through the process AND be **pragmatic sensible, and reasonable** – what is achievable?

This is a 7-year programme and help is at hand from:

- ✿ Surrey Community Action [www.surreyca.org.uk](http://www.surreyca.org.uk)
- ✿ Members of the Rural Towns Group
- ✿ Surrey County Council [www.surreycc.org.uk](http://www.surreycc.org.uk)
- ✿ South East Rural Towns Partnership [www.setowns.org.uk](http://www.setowns.org.uk)
- ✿ SEEDA [www.seeda.co.uk](http://www.seeda.co.uk)
- ✿ Action for Market Towns (AMT) [www.towns.org.uk](http://www.towns.org.uk)

### The Action for Surrey Rural Towns Programme

is supported by:

SEEDA (*South East England Development Agency*)  
Surrey Community Action  
Surrey County Council  
Surrey Economic Partnership

AND

**The Surrey Rural Towns Group** incorporating:

Business Link Surrey  
Guildford Borough Council  
Mole Valley District Council  
Reigate and Banstead Borough Council  
Surrey Area of Outstanding Natural Beauty AONB  
Surrey Chairs Association of Parish and Town Councils SCAPT  
Surrey Community Action  
Surrey County Council  
Surrey Economic Partnership  
Surrey Heath Borough Council  
Tandridge District Council  
The Surrey Council of Voluntary Service Network CVS  
Waverley Borough Council

For details of any of the above contact The Rural Towns Coordinator:

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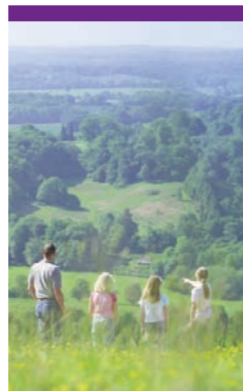
Resourcing voluntary & community action through access to advice, training, funding & advocacy



# ACTION FOR SURREY RURAL TOWNS

Action for Surrey Rural Towns is a new programme for rural towns in Surrey.

It has been designed to help towns become active and sustainable communities. It will encourage the development of strong inclusive town partnerships.





### Why a new programme ?

Rural towns are very important. For centuries they have been the focal point for economic and social activity. They have been centres in which to find work, to buy and sell goods, and to find valued specialist services.

But in recent years many of these functions have been undermined by social, industrial and agricultural changes. Recognising the vital role played by rural towns **SEEDA** (South East England Development Agency) has developed a new programme which:

- ✿ Builds on previous rural development programmes
- ✿ Recognises that regeneration is not a “quick fix” by spreading the programme evenly over 7 years
- ✿ Has allocated up to £500,000 for eligible Surrey towns to access
- ✿ Promotes the Countryside Agency Healthcheck process
- ✿ Encourages partnership working by all the key agencies
- ✿ Acknowledges the importance of local decision making by making it a devolved delivery programme

Through this programme rural towns will be encouraged to undertake a healthcheck. It is a way for the community to manage and influence its own change and growth. By following the healthcheck process towns will be able to identify their own distinctive profile, celebrate their uniqueness, and have a solid action plan to take projects forward.

***They will then be better placed to attract external funding.***

### What is a Healthcheck?

A healthcheck is a tried and tested method of establishing the social economic and environmental health of small rural towns. It is an audit of how the town “looks and feels”.

- ✿ It is an inclusive process designed to enable the whole community to contribute
- ✿ It is community led and it is based on facts and figures from the town and surrounding areas, as well as the views and opinions of all stakeholders
- ✿ It is a tool to create a vision and an action plan

The purpose of completing a healthcheck is to enable the town to decide on its vision for the future. Having created the vision the Town Partnership will then develop an action plan to make that vision a reality

### Why complete a healthcheck?

A healthcheck will:

- ✿ Bring together people from diverse backgrounds
- ✿ Collect all the available data in one place
- ✿ Provide a robust structure for all those involved
- ✿ Harness the communities enthusiasm and commitment
- ✿ Underpin national and local government community and planning strategies
- ✿ Provide access to channels of funding which could include the SEEDA small rural towns fund

***“...the Process of drawing up the plan will have been as important as the plan itself promoting cohesion and a ‘can do’ sense of teamwork”***

**Alun Michael** *London 2004*



### What they think so far – thoughts of some of those involved

“I was amazed at the number of County and Borough officers who were keen to receive the Healthcheck document. I was then even more amazed when so many of them came to see me and offered to help me with the projects!”

**Christine Howard** *Cranleigh Coordinator*

“The Farnham healthcheck took a year of detailed study to find out what the people of Farnham really wanted. The partnership group overseeing the implementation of the action plan now faces the challenge of turning the 46 proposals into reality, so watch this space.”

**Robin Crawford** *Chair of the Farnham Healthcheck Partnership Group*

“The healthcheck provides a vehicle to attract volunteers to join in and champion their favourite project, or concern, be it the local pond, litter or road safety. Many such projects can attract extra funding and even small amounts of money encourages volunteers even more as they see the possibility of success.”

**Andrew Povey** *Chair of the Cranleigh Healthcheck Committee*

“Haslemere has had an effective partnership for many years and the healthcheck process enabled us to include the community as a whole in our discussions. With the healthcheck as our benchmark, we have found access to funding and expertise which would not otherwise have been available.”

**Melanie Odell** *Chair of the Haslemere Initiative*

“The Leatherhead Tomorrow Steering Group came together in November 2004 with representatives from Leatherhead and surrounding communities, and supported by SCC and MVDC. Four working groups were formed, a part-time project co-ordinator appointed and detailed plans agreed through to the final report and action plans in November 2005.

It has been a steep learning curve for us all, but we are getting there with a determination to make a positive difference for the Leatherhead of tomorrow.”

**Colin Langley** *Chair Leatherhead Tomorrow*

