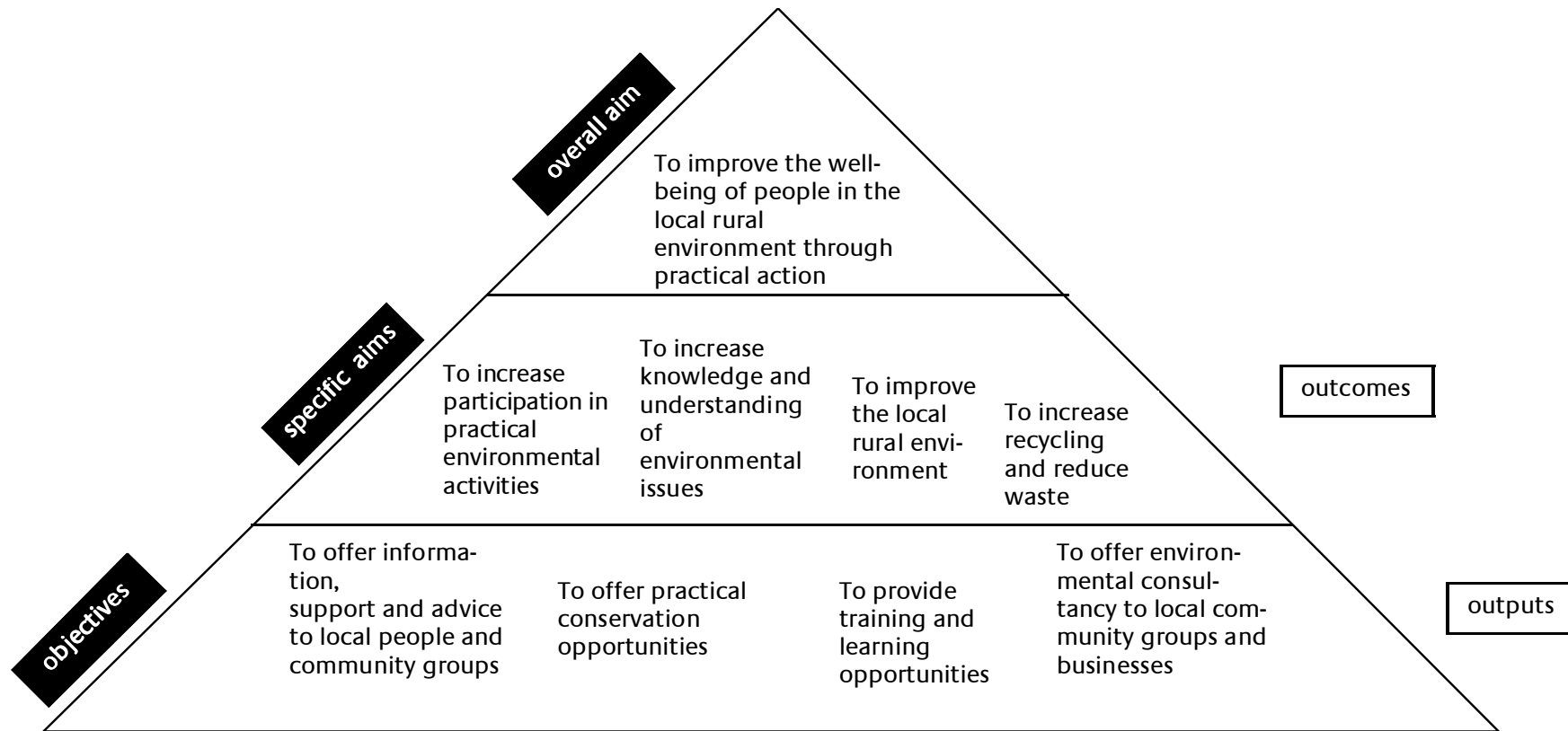


rural action

Rural Action is a rural regeneration charity, which seeks to improve the local area by working with the local community to protect and develop their villages and countryside. Its small team of staff coordinate activities and look after the volunteers who are involved on the various projects. These projects include several schemes where volunteers tackle local conservation, for example, through working on local farms to improve hedging and clearings, and replanting a small wood.

It also seeks to raise awareness and increase the involvement of local people and businesses in conserving and protecting their local area. The charity runs a number of training courses for local people and groups as well as offering environmental consultancy to community groups and businesses. A regular newsletter is produced on recycled paper and distributed to Council officers, local Councillors and the community.

rural action using the CES Planning triangle



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Outcomes

Specific aims	Outcomes
To increase participation in practical environmental activities	<ul style="list-style-type: none"> • More and greater range of local people and businesses participate in practical environmental activities • Increased number, range and quality of activities • More people benefit from participating in activities
To increase knowledge and understanding of environmental issues	<ul style="list-style-type: none"> • Increased understanding of environmental issues • Increased understanding of environmental legislation
To improve the local rural environment	<ul style="list-style-type: none"> • More public green space that is fully accessible • Less litter and graffiti • More wildlife habitats
To increase recycling and reduce waste	<ul style="list-style-type: none"> • Greater awareness of recycling and waste management • More people and businesses buy recycled goods • More people and businesses recycle goods and reduce waste

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Outcomes and indicators

Outcomes	Indicators
Increased understanding of environmental issues	<ul style="list-style-type: none">• Levels of individuals' and businesses' awareness and understanding of environmental issues
More and greater range of local people and businesses participate in practical environmental activities	<ul style="list-style-type: none">• Number of individuals and businesses involved in practical environmental activities• Profile of individuals and businesses involved• Types of activities engaged in
More people benefit from participating in activities	<ul style="list-style-type: none">• Level of participants' skills in conservation• Level of participants' physical health
More public green space that is fully accessible	<ul style="list-style-type: none">• Number and quality of footpaths• Number of cleared, replanted woods

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Objectives, outputs and output indicators

Objectives	Outputs	Indicators
To offer information, support and advice to local people and community groups	Phone advice Briefing sheets One-to-one support Newsletter	<ul style="list-style-type: none"> • Number and profile of individuals and businesses seeking information, support or advice • Type of support or advice offered • Number of briefing sheets downloaded from website • Number of issues of newsletters • Number of copies distributed
To offer practical conservation opportunities	Conservation opportunities	<ul style="list-style-type: none"> • Number of conservation opportunities set up • User satisfaction with opportunities
To provide training and learning opportunities	Training days Community events	<ul style="list-style-type: none"> • Number of training days run • Number and profile of people and businesses attending • Type of event • User satisfaction with events
To offer environmental consultancy to local community groups and businesses	Consultancy support	<ul style="list-style-type: none"> • Number and profile of organisations receiving consultancy • Amount and type of consultancy