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Local Engagement - Websites	Frances Wallis	ongoing	Use SBC website and parish council websites to promote Swale Rural Forum and improve public participation	Ongoing development with SBC communications officer	Effective dialogue with communities promoting pro-active and timely responses to challenges
Promotion of Swale Rural Forum	Frances Wallis	ongoing	To promote Swale Rural Forum on SBC website	Officer is working with SBC communication officer to effect this action.	Extensive publicity for the rural forum to attract a wider audience
Monitoring or work/projects	Chairman (to nominate relevant lead on each project)	ongoing	Need to identify clear actions where appropriate and ensure follow up at next Swale Rural Forum mtg.	Need to identify which projects (if any) Forum would like to monitor	Effective monitoring of work/projects outside of Forum
Monitoring progress of Swale Rural Forum	Democratic Services	ongoing	Maintain this action plan and have as item on each agenda for updating	ongoing - comments on how action plan is used to be sent to Regeneration projects officer	To ensure the Forum continues to develop and does not become stagnant
Linking with SBC strategies/projects	Relevant portfolio holder	ongoing	E.g. Link to Green Clusters, Open Spaces Strategy, Green Grid Strategy, housing strategy	Ongoing - need to identify relevant new strategies	To keep updated on relevant strategies and rural-proof them
Site visits	NFU/others	ongoing	Set up more site visits to show best practice and which we can demonstrate adds value. Plan to visit a rural housing scheme such as Lynsted or Lower Halstow and farm visit	First visit took place 17.06.09 - well attended and successful. However noted that future visits need to be better publicised to improve attendance.	To learn best practice
Link work of the Swale Rural Forum to SBC Corporate Plan and Priorities	Chairman	ongoing	Monitor work and objectives of the Forum		Ensure the work of the Forum remains focussed

Key Theme	Lead	Timescale	Targets and next steps - actions required	Progress	Outcomes
North Kent Walking Festival	Frances Wallis	Apr-11	To encourage both indoor and outdoor activities and encourage young people to get involve in healthy walks	Festival will now join up with Explore Kent Walking Festival. Walks will take place 18th July - 7th August. Anyone can submit a walk - contact sarah.brett@kent.gov.uk by 30th April.	To promote area to local people and tourists. Using Explore Kent will ensure much wider publicity
Faversham Walking Food trails	Frances Wallis	Dec 2010	To promote walking and the economy in rural areas, and education about 'the Garden of England'	Project is underway, physical improvements on ground taking place	economic regeneration and tourism development.
Sheppey Cycle Routes	Frances Wallis	Spring 2011	Routes almost complete but promotion of routes needed.	Isle of Harty route almost complete, Sheerness still needs some work on the ground	To promote access around Sheerness and Isle of Harty to local residents and tourists
Countryside 2011	Frances Wallis	28th May - 12th June	Free marketing initiative for visitor attractions and organisers of events with a 'countryside' theme.	Organised by an external organisation. Attractions and organisers can contact them direct - visit <a href="http://www.countryside2011.org.uk/">http://www.countryside2011.org.uk/</a>	economic regeneration and tourism development.
Sheppey Greeters	Sarah-Jane Radley	May-11	Recruiting of volunteers in conjunction with Sheppey Tourism	volunteers will attend a workshop in May. Depending on how the scheme works, may roll out to have 'rural' greeters on Island as well.	economic regeneration and tourism development.