

**YORKSHIRE**  
Food, Farming &  
Rural Network

# STRATEGIC PLAN

**2024  
2026**

**Prepared by  
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# CHAIRMAN'S INTRODUCTION

YORKSHIRE  
Food, Farming &  
Rural Network

**As new devolutionary powers are evolving, the Yorkshire Food, Farming and Rural Network gives the countryside a voice, ensuring countryside dynamics are considered by policy makers.**

*"I am delighted to be re-elected to the position of Chair of the Network. With our active membership, we have made great strides to support Yorkshire's farming, food, rural businesses and it's communities.*

*There is still more to be done which is why we will be focusing more on strengthening our reach into West and South Yorkshire, with the aim of engaging more proactively on a Yorkshire-wide basis, particularly as devolution and the levelling up agenda develops."*



MADGE MOORE  
Chair

## **WHO WE ARE**

The Yorkshire Food Farming and Rural Network (YFFRN) is based at the Yorkshire Agricultural Society at Harrogate. YFFRN champions the needs of farming, agri-food, rural businesses, and rural communities enabling them to become more resilient, competitive, and sustainable.

The YFFRN enables connectivity across the food, farming, educational and rural sectors and is a vehicle to share important information to regional stakeholders. It is an important network to bring members together and build relationships which can collectively champion and influence at a local, regional, and national level.

The Network achieves this by articulating farming and rural issues and by collaborating to develop solutions to the problems these businesses face. Made up of employers, key trade bodies, agri-education and rural support agencies the Network is Yorkshire's food, farming, and rural collective voice able to advise Government at a local and national level. Within Yorkshire the Network provides a key source of advice on issues, concerns, and good practice to organisations such as the Combined Authorities, Devolved Administrations / Local Authorities and Defra.

The YFFRN collaborates with these organisations which specialise in the delivery of support to rural communities to combat rural social and health issues, such as access to services, fuel poverty, broadband /and mobile connectivity, affordable housing and an ageing population and helps to articulate these issues back to Government. Farming networking and membership organisations offer a wide variety of professional / peer-to-peer support, mental and physical wellbeing advice, to promote and champion the role of farmers in the region. Skills and education are supported by the rural colleges and several individual farmers give their hands on experience and knowledge.

Given the wide remit of food, farming and rural issues, the YFFRN must be realistic about what it can achieve as it has limited resources at its disposal. This plan reflects this and must ensure activities are relevant and impactful.

**For details of membership and their roles, see Annex 1.**



## OUR VALUES

**WE UPHOLD A STRONG COMMITMENT TO OUR  
VALUES AS A NETWORK.**

**V**

### **Valued**

We appreciate and support our thriving, sustainable, and resilient food, farming and rural sector.

**O**

### **Openness**

Open to new ideas and transparent in what we do to deliver a holistic view of Yorkshire's countryside.

**I**

### **Integrity**

Proactive, honest and respectful with the stakeholders we work with to deliver meaningful impact.

**C**

### **Connectivity**

Working together to deliver effective communication, be inclusive, and build partnerships that align with our goals.

**E**

### **Enabling**

By gathering relevant information and evidence we enable decision making at a local, regional and national level.

## **OUR VISION**

***TO ENABLE FARMING, RURAL BUSINESSES AND  
RURAL COMMUNITIES TO BECOME MORE  
SUSTAINABLE, ECONOMICALLY,  
ENVIRONMENTALLY AND SOCIALLY.***

## **MISSION**

- To provide a connected and collective regional voice made up of local food, farming, and rural stakeholders
- To create a two-way channel of communication, between rural stakeholders and local, regional and national government bodies in advising the agenda in food, farming and rural matters impacting Yorkshire
- To champion farming and rural issues, promote opportunities and showcase good practice developing tangible solutions.



# **OUR STRATEGIC PRIORITIES AND HOW WE WILL DELIVER THEM**

**Below outlines our proposed methodology to achieve our strategic priorities:**

## **Championing and influencing**

- Host stakeholder working groups on thematic topics.
- Network Executive representation at a local, regional and national level.
- Regular engagement with the Department for Food, Farming and the Environment.
- Responding to relevant consultations.

## **Communications**

- Regular press communications giving an insight into rural challenges and opportunities. We achieve this through regular printed columns, and farming and rural radio.
- Increase the reach of our online monthly newsletter in collaboration with Grow Yorkshire.
- Increase our reach on our Social Media platforms - LinkedIn and X (formerly Twitter).
- Provide top-level monthly YAS funding and policy digest.

# HOW WE DELIVER OUR STRATEGIC PRIORITIES

## Networking

- Host our Network's annual conference to inspire food farming and rural stakeholders.
- Act as a conduit in bringing together food, farming and rural stakeholders for regular meetings to ensure a joined up approach.
- Ensure local and regional government engages with food farming and rural businesses at the Great Yorkshire Show.

## Supporting the rural economy

- Advise local, regional and national government on policies related to food farming and rural issues.
- Leverage tangible opportunities for business support.
- Identify where support is most needed.



# OUTPUTS AND OUTCOMES

YORKSHIRE  
Food, Farming &  
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## Championing and influencing

| Priority                                                                      | Delivery method                                                                                                                                                     | Anticipated outcomes                                                                                                                          |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Host stakeholder working groups on thematic topics.                           | Stakeholder participation in local, regional and government strategy development*.                                                                                  | Enabling co-design opportunities to develop a greater understanding of a policy problems and solutions with the adoption of new policy goals. |
| Network Executive representation at a local, regional and national level.     | Network executive representation within each sub-region of Yorkshire**                                                                                              | Encouraging a long-term approach to participation and decision-making.                                                                        |
| Regular engagement with the Department for Food, Farming and the Environment. | Representation of Defra Future Farming Team at the Network meetings x 3 per year.<br><br>Invite Defra Rural Team to represent at the Network meetings x 3 per year. | Building relationships with government in support of advising and co-designing future government policy and enhance                           |
| Responding to relevant consultations.                                         | Respond as and when appropriate to relevant consultations.                                                                                                          | Enabling the network to respond to identified challenges and help shape government policy.                                                    |



# OUTPUTS AND OUTCOMES

YORKSHIRE  
Food, Farming &  
Rural Network

## Communications - How will we deliver?

| Priority                                                                                                 | Delivery method                                                                                                           | Outcomes                                                                                                                        |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Increase the reach of our online monthly newsletter in collaboration with Grow Yorkshire.                | Monthly e-newsletter publications x 12<br>Increase newsletter reach by 50%.<br><i>206 subscribers, Dec 2023</i>           | Provide relevant, interesting and valuable content for subscribers to ensure a joined up holistic approach for rural Yorkshire. |
| Increase our reach on our Social Media platforms - LinkedIn and X (formerly Twitter).                    | Increase X followers by 50%.<br><i>229 followers, Dec 2023</i><br>LinkedIn and X posts x 2 per month.                     | Develop a two way conversation with stakeholders to ensure a joined up holistic approach for rural Yorkshire.                   |
| Regular press communications giving an insight into food, farming and rural challenges and opportunities | Utilise press connections to support and promote challenges and opportunities for Rural Yorkshire.<br>Press x 6 per year. | Raise awareness of important issues and opportunities with rural Yorkshire stakeholders.                                        |
| Provide top-level monthly YAS funding and policy digest.                                                 | Monthly funding and policy digest x 12 per year.                                                                          | Mobilise stakeholders ensure they take advantage of rural economic opportunities/                                               |

# OUTPUTS AND OUTCOMES

YORKSHIRE  
Food, Farming &  
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## Networking

### Activity

### Outputs

### Outcomes

Host our Network's annual conference to inspire food farming and rural stakeholders.

1 x conference per year to support and promote food farming and rural businesses and their communities.

Shared understanding of up-coming policy and funding opportunities, inspire rural businesses and communities to thrive.

Act as a conduit in bringing together food, farming and rural stakeholders for regular meetings to ensure a joined up approach.

Network Executive meetings held in-person  
3 x per year

Nurturing a positive environment with stakeholders to ensure a joined up holistic approach for rural Yorkshire.

Support local and regional government in engaging with food farming and rural businesses at the Great Yorkshire Show.

Invite 4 x senior local and regional government representatives to the Great Yorkshire Show to meet with rural stakeholders and businesses.

Support government in ensuring good governance when consulting stakeholders and citizens.

Support national government officials in engaging with food farming and rural businesses at the Great Yorkshire Show.

Attend bi-monthly meetings with Defra's Rural / Future Farming Teams.  
Invite senior national government officials to network meetings x 3 per year.

Support government in ensuring good governance when consulting stakeholders and citizens.

# OUTPUTS AND OUTCOMES

## Supporting the rural economy

| Activity                                                                                              | Outputs                                                                                                                                | Outcomes                                                                          |
|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Advise local, regional and national government on policies related to food farming and rural issues.* | Advise as and when local, regional or national policy requires rural proofing.                                                         | Empowering rural businesses and communities in contributing to government policy. |
| Leverage tangible opportunities for business support.                                                 | Seek out and apply for funding opportunities for the benefit of Yorkshire's rural economy and its communities.                         |                                                                                   |
| Identify where support is most needed.                                                                | Ensure where challenges are present, these themes are fed back to appropriate government teams at a local regional and national level. |                                                                                   |

\*Current policy themes: Climate Change including local and regional priorities / Defra's Environment Plan, Impact of Brexit and the UK's exit from the EU including Defra's Agricultural Transition Plan, new policy and payment schemes, Levelling-Up, Rural Economic Growth through the UK Shared Prosperity Fund (UKSPF), the Rural England Prosperity Fund (REPF), Local Nature Recovery Strategy and rural proofing policy.

\*\* Department of Environment Food and Rural Affairs (DEFRA), Fix Our Food Commission, East Riding of Yorkshire Rural Partnership, Fix Our Food Programme, Grow Yorkshire (York and North Yorkshire Local Enterprise Partnership, Hull and East Riding Local Enterprise Partnership (HEY LEP) Hull and East Riding UKSPF, Local Investment in Natural Capital Programme (North Yorkshire) , Local Nature Recovery Partnerships (West and East Yorkshire), North Yorkshire Food Strategy , Rural Payments Agency Welfare Group, West Yorkshire Combined Authority Business Communications Group, West Yorkshire UKSPF.

## ANNEX 1

# OUR NETWORK EXECUTIVE

**Askham Bryan College** (ABC) is a university centre that offers a range of degrees and short courses in agricultural and animal science, from animal management to [veterinary nursing](#).

**Bishop Burton College** (BBC) Specialist, Technical Education. Train and compete at our Equine Centre. Discover our amazing facilities. Excel with our sports academies.

**Community First Yorkshire** (CFY) provide practical support and rural advocacy to voluntary and community organisations, parish councils and social enterprises through our networks, projects, and services.  
<https://communityfirstyorkshire.org.uk>

**Country Land Association** (CLA), a membership organisation for owners of land, property and businesses in rural England and Wales with an aim to build a stronger voice for landowners and rural businesses.  
<https://www.cla.org.uk/in-your-area/north/>

**Craven College** (CC), a Further Education College based in Skipton, North Yorkshire, “The Gateway to the Dales”. Located at the juncture of West Yorkshire and East Lancashire, offering a variety of further and higher education courses. <https://www.craven-college.ac.uk/about-us/>

**Deliciously Yorkshire** (DY), a membership organisation has proudly supported Yorkshire’s Food and Drink industry since 1989. Celebrating a community of like-minded Yorkshire-based food and drink businesses.  
<https://deliciouslyyorkshire.co.uk/>

**East Riding of Yorkshire Council**, promotes the economic and social wellbeing of residents living and working in rural communities across the East Riding.

**The East Riding of Yorkshire Rural Partnership** (ERYRP), is facilitated by the ERYC’s Rural Policy & Partnership Team.  
<https://www.eastriding.gov.uk/council/working-with-our-partners/rural-partnerships-and-forums/rural-partnership/>



## OUR NETWORK EXECUTIVE

**Federation of Small Businesses** (FSB) is a membership organisation that aims to help smaller businesses achieve their ambitions with a wide range of vital business services including advice, financial expertise, support, and a powerful voice heard in government.

<https://www.fsb.org.uk/>

**Grow Yorkshire** (GY), brings together organisations which already offer extensive assistance to farmers and farm businesses. Through a more collaborative and coordinated approach, we're looking to increase take up and impact of support services, identify the current and future needs of farming and food industry and secure future funding and backing from the Government to address them.

<https://www.growyorkshire.co.uk>

**National Farmers Union** (NFU), is the most successful representation body for agriculture and horticulture in England and Wales. Their purpose is to champion British agriculture and horticulture, to campaign for a stable and sustainable future for British farmers and to secure the best possible deal for our members.

<https://www.nfuonline.com/about-us/our-offices/north-east>

**North Yorkshire Council** (NYC), known until 1 April 2023 as North Yorkshire County Council, is the unitary authority which governs the district of North Yorkshire, within the larger ceremonial county of North Yorkshire, in England. The council's headquarters is County Hall in Northallerton, the county town.

<https://www.northyorks.gov.uk/>

## OUR NETWORK EXECUTIVE

**Yorkshire Agricultural Society** (YAS), best known for organising the Great Yorkshire Show in July, but perhaps is lesser known for the work we do throughout the rest of the year. A registered charity, founded in 1837, YAS was established to promote agriculture in Yorkshire and our first objective was to run a major agricultural event.

<https://yas.co.uk>

The Yorkshire Agricultural Society, who sponsors the YFFRN, provides a series of networks which specialise in the delivery of support to farming businesses and communities and are key delivery groups for the YFFRN:

- The Future Farmers of Yorkshire launched in 2010 to bring together like-minded farmers, vets and industry supporters. Future Farmers of Yorkshire inspires and develops the very best to lead Yorkshire's agricultural industries to a thriving future.  
<https://yas.co.uk/futurefarmers>
- The Farmer Scientist Network works with the crop and livestock sectors to find new ways in which science and technology can find solutions and underpin innovation in agriculture. <https://yas.co.uk/fsn>
- The Women in Farming Network was created following requests from women living and working on farms and related industries. They recognised the value of connecting with people in similar situations, using the opportunity to learn from each other.  
<https://yas.co.uk/womeninfarming>

## OUR NETWORK EXECUTIVE

**Yorkshire Rural Support Network (YRSN)**, a partnership of Yorkshire statutory and voluntary agencies which together promote and provide sources of help – whether practical, financial, medical, or emotional. Members include: Farming Community Network, Royal Agricultural Benevolent Institution, Perennial - the Horticulturalists Charity, Addington Fund, Diocese of West Yorkshire and The Dales, Country Landowners Association (CLA), Community First Yorkshire, British Red Cross (Moors and Dales), TFA (Tenant Farmers Association), NFU (National Farmers Union), The Farm Safety Foundation British Red Cross (Moors and Dales), TFA (Tenant Farmers Association), NFU (National Farmers Union), The Farm Safety Foundation and the Health & Safety Executive (HSE) and the Yorkshire Agricultural Society (YAS).

<https://yas.co.uk/yrsn/>

**UK Research and Innovation (UKRI)**, the national funding agency investing in science and research in the UK. Operating across the whole of the UK with a combined budget of more than £6 billion, UKRI brings together the 7 Research Councils, Innovate UK and Research England.

<https://www.gov.uk/government/organisations/uk-research-and-innovation>





# YORKSHIRE

Food, Farming &  
Rural Network

The Yorkshire Food, Farming & Rural Network is funded by:



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