



News Release

Residents and Workers Encouraged to Help Shape new Local Plan by Taking Part in Rural Economy Survey

People who live and work in the rural parts of East Herts are being invited to complete East Herts Council's Rural Economy Survey, which seeks to gather information about the issues and challenges facing rural communities as part of ongoing work to develop the new East Herts Local Plan.

Information collected through the Rural Economy Survey will inform the new Local Plan, helping to shape future planning policies that support a thriving, resilient, and sustainable rural economy. Once finalised, the new Local Plan will guide how the council plans for homes, jobs, infrastructure, and the environment over the next 10 years.

The Rural Economy Survey invites feedback on a range of topics including rural businesses and employment, farming, food security and land management, infrastructure and connectivity, housing and affordability, community wellbeing, and inclusion, as well as future opportunities and local priorities.

Sara Saunders, Director for Place and Deputy Chief Executive at East Herts Council, said, "East Herts is a predominantly rural district, with more than 100 villages. It is therefore essential that the voices of those who live and work in our



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rural communities are heard as we prepare a new Local Plan. This survey provides an opportunity for residents, businesses, farmers and community groups to tell us what is working well, the challenges they face, and the opportunities they would like to see realised in the future. Your feedback will play an important role in shaping policies that support thriving rural communities while still protecting the distinctive qualities that make East Herts such a special place."

Responses can be submitted by visiting the council's **Your Voice** engagement platform: <https://yourvoice.eastherts.gov.uk/east-herts-rural-economy-survey>

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