

**Minutes of the Rural Development Plan (RDP)
Local Action Group (LAG) Meeting
10.00 a.m. Thursday 16th of July, 2015
Bodnant Welsh Food Centre, Tal Y Cafn**

	Members Present	
Private:	Paul Williams (PW) – Chairperson	
	Richard Barclay (RB) – Environmental	
	Pete Barrar (PB) – Heritage and Cultural	
	Rhys O. Evans (RE) – National Trust	
	Bronwen Griffith (BG) – Rural Families First	
	Katherine Himsforth (KH) – Business	
	Dafydd P Jones (DJ) – FUW	
	Eirian Pierce Jones (EJ) - Heritage and Culture	
	Geraint Jones (GJ) – Environmental	
	Gethin Owen (GO) – Agricultural	
	Gareth Roberts (GR) – Business	
	Ffion P Williams (FW) – Community and Voluntary	
Public	Rhianwen Edwards (RE) - Grŵp Llandrillo Menai Group	
	Cllr. Goronwy Edwards (GE) - CCBC	
	Ifer Gwyn (IG) - Snowdonia National Park Authority	
	Carys Jones (CJ) – NFU	
	Euros Jones (EJ) - Natural Resources Wales	
	Heather Jones (HJ) - Job Centre Wales	
	Nigel Morgan (NM) – Department of Work and Pensions	
	Cyng Dilwyn Roberts (DR) - CCBC	
Support Officers	Elen H. Edwards (EHE) – Lead Body	
	Laura Fisher (LF) – Lead Body	
	Tom Jones (TJ) – Lead Body	
	Ela Fôn Williams (EFW) – Lead Body	
Apologies	Kim Burnham (KB) - Natural Resources Wales	
	Rob Dix (RD) – CCBC	
	Eleri Evans (EE) – YFC	
	Marianne Jackson (MJ) – CCBC	
	Wendy Jones (WJ) – CVSC	
	Keith O'Brien (KO'B) - Snowdonia National Park Authority	
Translator	Glyn Jones – Menter Iaith Conwy	
	12 Private representatives & 8 Public representatives	Action for
1	Welcome and Apologies PW welcomed all LAG members to the meeting held at Bodnant Welsh Food Centre. All apologies were noted. PW proceeded to welcome Endaf Griffiths – Wavehill, who was responsible for undertaking the evaluation on RDP2 and for the induction session.	
2	Declaration of connection or personal interest by members or officers regarding any business item or programme. N/A	
3	Minutes of the last meeting and matters arising Minutes of 04/06/15 meeting were accepted as correct. Minutes proposed by KH and seconded by GJ – all in agreement. Action: Action from section 10 (page 5) At the next meeting seek member of the current LAG to step in as trustee – action to be carried over to next meeting.	EHE

4	<p>Induction session from Wavehill</p> <p>Aim:</p> <ul style="list-style-type: none"> • To provide an opportunity for individuals to get to know each other • To introduce the LEADER approach • To discuss the Local Development Strategy • To begin to develop some ideas for activities <p>All members then participated in a “Speed Dating” session, an exercise to encourage members to get to know each other. Each member had one minute to talk to different members in the room and answer the following questions:</p> <ul style="list-style-type: none"> • Who they are? • Who they represent? • And why they were there. <p>Brief overview of European Funding and the RDP:</p> <ul style="list-style-type: none"> • ERDF: development of a sustainable and competitive economy • ESF: tackling poverty through sustainable employment, increasing skills and youth employment • EAFRD: improves competitiveness for farming and forestry, protects the environment and improves the quality of life and diversification of rural economies • EMFF: to promote a sustainable and profitable fisheries sector and supporting strong local communities • Ireland / Wales Cross-border programme • Direct payments to farmers (CAP, Pillar 1) <p>A 7-year investment programme worth nearly a billion pounds focused on:</p> <ul style="list-style-type: none"> • Competitiveness (on farm and through the supply-chain) • The Environment (agri-environmental work, woodland, renewable energy) • Community (access to service and the LEADER approach) <p>Developed as an ‘accompanying measure’ to the CAP and a ‘community initiative’ sitting alongside mainstream Structural Funds</p> <ul style="list-style-type: none"> • LEADER I (1991-93) • LEADER II (1994–1999) • LEADER + (2000-2006) • Axis 4 of the RDP (2007-2013) • There have been LEADER groups active in Wales since 1991 <p>Benefits of the approach:</p> <ul style="list-style-type: none"> • Local people have a better knowledge of local challenges that need to be addressed and the resource and opportunities available • They are able to organise local resources and the development process in a way that does not happen with traditional ‘top-down’ approaches • This gives local people a greater sense of ownership and commitment to the projects, which in turn allows them to make the best of their local assets • The approach can help develop trust and positive working relationships amongst the local community and businesses <p>Role of the LAGs:</p> <ul style="list-style-type: none"> • To be “local champions” • To be representative of the local area and organisations / sectors • Represent the LAG / Rural Conwy on other groups and partnerships • The public-private partnership principle - at least 50% of the votes must come from the private sector 	Action for
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	<ul style="list-style-type: none"> • The Local Action Group evaluates and decides • The Manager prepares and presents • Other staff assists and brings in specific expertise <p>The animations process:</p> <ul style="list-style-type: none"> • Animation is a central part LEADER. • Animation is about mobilising, empowering and making the local people active in implementing the LEADER strategy through the projects they run. • Traditionally animation refers to info events, workshops and trainings. • There can also be brainstorming session where the people are asked to bring up new ideas for the local development. <p>Encouraging innovation:</p> <ul style="list-style-type: none"> • Bringing interest groups together for the first time • Cooperation with other areas allowing the exchange of the best practices • Being able to react to opportunities and ideas • Being willing to take some risks and pilot new ideas <p>Project selection criteria: It is only through effective project selection processes that LAGs are able to select and support those projects which contribute most to achieving the objectives of their LDS:</p> <ul style="list-style-type: none"> • A clear project development process • Clear assessment criteria • A clear assessment process 	
5	<p>Induction to the Conwy Local Development Strategy (LDS)</p> <ol style="list-style-type: none"> 1. Develop a diverse economic base and suitable qualified workforce in rural Conwy 2. Provide accessible transport to those who cannot access or do not have access to conventional public transport 3. Improve the economic exploitation of the cultural, built and natural environment 4. Support community cohesion / integration and access to basic services <p>Objective: To make Rural Conwy a better place to live, work and visit.</p> <p>Strategy: To use the LEADER approach to identify, develop and pilot new and better ways of:</p> <ol style="list-style-type: none"> 1) Developing new and different types of businesses and jobs 2) Helping people gain relevant skills / qualifications 3) Improving provision and access to public transport 4) Improve provision and access to other basic services 5) Making money out of the local culture, built and natural environment 6) Supporting community cohesion <p>Tactics: To be decided...</p> <p>Areas of activity set out in the LDS</p> <ul style="list-style-type: none"> • Theme 1: Adding Value to local identity and natural and cultural resource • Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains • Theme 3: Exploring new ways of providing non-statutory local services • Theme 5: Exploitation of digital technology • Theme 6: Cooperation 	

	<p>What you can and what you can't do with LEADER funding</p> <ul style="list-style-type: none"> ✓ Research & feasibility studies ✓ Pilot new and innovative ideas ✓ Test trading (pre-start) x No grant schemes <p>Theme 1:</p> <ul style="list-style-type: none"> • Action 1.1: Implement a pilot package of innovative heritage and tourism activities which contribute to rural Conwy's 'sense of place' and increase the business and employment potential of the rural tourism economy. • Action 1.2: Integration of disparate community sectors • Action 1.3: Implement a pilot package of 'Our Nature Spaces' projects, working with community groups, volunteers and agencies to strengthen the potential economic benefit between the area's natural assets and community wellbeing, tourism and environmental sustainability. <p>Theme 2:</p> <ul style="list-style-type: none"> • Action 2.1: Facilitate the Dyffryn Conwy Naturiol brand development plan through to its secondary phase of implementation, building on successes and taking the brand to additional markets to increase sustainability. • Action 2.2: Establishing sector group networks to assist with collaborative working and coordinate the supply chain • Action 2.3: To establish a Llanrwst Town Centre Partnership that is innovative and works collaboratively with the aim of securing the future of Llanrwst as a thriving rural market town. • Action 2.4: Facilitate basic business skills and development ideas for underrepresented groups that are starting businesses for the first time • Action 2.5: Establish a series of pilot projects to encourage Youth Entrepreneurship in rural Conwy <p>Theme 3:</p> <ul style="list-style-type: none"> • Action 3.1: To support the delivery of non-statutory services by communities / groups • Action 3.2: To implement/pilot an innovative approach to community transport based on identified needs taking a new approach to provision based on the learning from the community transport review across rural Conwy and from other successful CT providers in other areas, to be developed over a number of years as popularity and demand increase leading to a sustainable service. • Action 3.3: Facilitate a pilot of projects to ensure isolated individuals are engaged within the community. • Action 3.4: Deliver a series of projects to address poverty & deprivation. <p>Theme 5:</p> <ul style="list-style-type: none"> • Action 5.1: To increase the uptake of Broadband and digital technology among rural businesses and communities 	
6	<p>Overview of the Rural Community Development Fund</p> <p>EHE informed members that with was a capital grant only (costing more than £10,000) and was to be administrated through the Welsh Government. The grant will be officially launched at the Royal Welsh show next week.</p> <p>The seven themes are as below:</p> <ol style="list-style-type: none"> 1. Drawing up development plans and protection and management plans 2. Renewable energy and energy saving 3. Broadband infrastructure 4. Setting-up, improvement or expansion of local basic services 	

	<p>5. Tourist information and small scale tourism infrastructure 6. Maintenance, restoration and upgrading of cultural and natural heritage 7. Relocation of activities and conversion of buildings</p> <p>Capital pot to tackle poverty and prevent the effects of poverty in the rural communities and lead to job opportunities and growth in the future.</p> <p>Who can apply?</p> <ul style="list-style-type: none"> - Local Action Groups - Local Community groups (including charities and trusts, co-operatives). All applicants must be a legal entity - Social enterprises - Community interest companies - Mutuels - Local Authorities - Welsh Government - Private Companies (7.7 only) <p>Any community led applications for investment under 7.2 - 7.7 above to be supported by detailed development plans. Where there are already appropriate, recent (no more than 3 year old) and a detailed local development plans in existence for the activity proposed they must be submitted (at full application stage).</p>	
7	<p>Any Other Matter PW thanked all members for attending the induction session and thanked Endaf for a very successful and valuable day.</p>	
	<p>Next Meeting – 01/10/2015 Glasdir, Llanrwst</p>	

Section & page of minutes	Summary of Actions	Action for
Section 3 (page 1)	At the next meeting seek member of the current LAG to step in as trustee – action to be carried over to next meeting.	EHE