

**INTERVENTION LOGIC TABLE** (linked to Section 3.1 of the LDS)

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| <b>Name of LAG:</b>    | <b>CONWY</b>      |                 |                   |
| <b>Date Completed:</b> | <b>25/09/2014</b> | <b>Revised:</b> | <b>04/03/2015</b> |

**The Available LEADER Themes for 2014-2020:**

1. Adding value to local identity and natural and cultural resources
2. Facilitating pre-commercial development, business partnerships and short supply chains
3. Exploring new ways of providing non-statutory local services
4. Renewable energy at community level
5. Exploitation of digital technology

**Cross Cutting Themes:** Tackling Poverty & Social Exclusion (TP & SE)  
Equal Opportunities & Gender Mainstreaming (EO & GM)  
Sustainable Development (SD)

**Additional Priorities:** Welsh Language (WL)  
Supporting the Uplands (StU)

**Definition of ITC:** Inter-territorial Co-operation with other UK-based Local Action Groups

**Definition of TNC:** Trans-national Co-operation with other EU-based Local Action Groups

**The Conwy LDS Strategic Objectives Defined at the local level**

- SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy
- SO2. Provide accessible transport for those who cannot access or do not have access to conventional public transport.
- SO3. Improve the economic exploitation of the cultural, built and natural environment
- SO4. Support community cohesion/integration and access to basic services

**Jobs created:** The LAG wish to be able to create jobs under the LEADER theme but cannot foresee how this would be possible given the type of interventions to be supported. We have therefore not committed to any at present, and will await further guidance from WG as to the types of activity and how this will be possible.

| Development Needs / Opportunities   | Specific Objective   | Strategic Fit   | Type of actions to be supported – SMART actions,   | Outputs (from LDS Guidance Monitoring Framework section plus additional indicators/targets set by LAG)   | Output Target   | Contribution to cross-cutting themes  | Who will be involved in the delivery  | Timeline (start-finish) |
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| <b>Theme 1: Adding Value to local identity and natural and cultural resources</b>   |  |   |  |  |   |   |   |                         |
| <b>1.1 Pilot package of innovative heritage and tourism activities</b>  |  |   |  |  |   |   |   |                         |
| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy<br><br>SO3. Improve the economic exploitation of the cultural, built and natural environment | 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 heritage and tourism economy. | <b>One Conwy</b><br><br>Outcome 5 - People in Conwy live in a county which has a thriving economy;<br><br>Outcome 6 - People in Conwy live in a sustainable environment;<br><br>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive; | The types of actions that will be supported are:<br><br>1.1.1 Facilitate and resource the establishment of Heritage and Tourism Networks for rural Conwy to consolidate and disseminate information to rural heritage and tourism businesses and establishments to promote excellence<br><br>1.1.2 Develop and implement a bespoke 'sense of place' and 'warm Welsh welcome' training package for rural Conwy which is delivered through innovative on-site action learning techniques which enables rural heritage establishments and tourism businesses to signpost visitors to assets across the area, increase knowledge of local assets and potentially lengthen visitor stay or likelihood of return visit.<br><br>1.1.3 Experiment with the implementation of out of season initiatives and assess through evaluation whether they offer viable income generating opportunities for tourism businesses.<br><br>1.1.4 Pilot an innovative series of 'public realm animation' initiatives in rural heritage and | No. of Operations<br><br>Businesses assisted<br><br>Communities assisted<br><br>Jobs created<br><br>Additional indicators / targets will be set by the LAG at a later date (as per WG advice). | 28<br><br>40<br><br>10<br><br>Awaiting confirmation from WG re definition | Equal Opportunities & GM<br><i>Pilot activity will involve young and old people and BME and disabled groups</i><br>Sustainable Development<br><i>Increased tourism revenue to increase the sustainability of local businesses</i><br>Poverty and Social Exclusion<br><i>Disadvantaged groups engaged in volunteer programmes</i><br>Welsh Language<br><i>Increasing the bilingual tourist information, enhancing the USP provided by the Welsh Language</i><br>Supporting the Uplands<br><i>Supporting an increase to visitor numbers in upland areas (3. Economic Development)</i> | Activities to be developed by the LAG and strategic partners including those in the hospitality, retail and tourism sectors.<br><br>Partners:<br>Conwy LAG<br>Conwy County Borough Council (CCBC)<br>Destination Conwy representatives<br>Snowdonia National Park Authority (SNPA)<br>Cyngor Gwynedd County Council<br>National Trust | Years 1 - 6             |

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|   |  |  | <p>tourism hubs and evaluate the potential impact for local businesses and mainstreaming opportunities for business networks.</p> <p>1.1.5 Pilot a new method to digitally collect visitor data and feedback for rural Conwy, to respond to the lack of availability of Steam Data and sector intelligence.</p> <p>1.1.6 Develop a project which engages children with the area and the natural environment and heritage</p> <p>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC/TNC Co-operation potential.</p>                 |   |  |  | <p>Cadwyn Clwyd</p> <p>Menter Iaith</p> <p>Private Sector</p> <p>NRW</p> <p>National Beekeeping Centre for Wales</p>   |             |  |
| <b>1.2 Integration of disparate community sectors</b>                                 |  |  |   |   |  |  |  |             |  |
| SO4. Support community cohesion/integration and access to basic services              | Integration of disparate community sectors   | <p><b>One Conwy</b></p> <p>Outcome 1 – People in Conwy are educated and skilled;</p> <p>Outcome 4 - People in Conwy are healthy and independent;</p> <p>Outcome 6 - People in Conwy live in a sustainable environment;</p> <p>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to.</p> | <p>The types of actions that will be supported are:</p> <p>1.2.1 Identify six communities experiencing integration difficulties as the areas for interventions and facilitate pilot interventions in those areas.</p> <p>1.2.2 Facilitate the piloting of a Welsh language buddy scheme</p> <p>1.2.3 Promote the Say Something in Welsh scheme</p> <p>1.2.4 Evaluation (formative) of the pilot project which is disseminated through a facilitated review with 100% of community councils in the eligible rural areas.</p> <p>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector.</p> | <p>No. of Operations</p> <p>Businesses assisted</p> <p>Communities assisted</p> <p>Jobs created</p> <p>Additional indicators / targets will be set by the LAG at a later date (as per WG advice).</p> | <p>7</p> <p>0</p> <p>7</p> <p>Awaiting confirmation from WG re definition</p>  | <p>Equal Opportunities &amp; GM</p> <p><i>Pilot activity will involve young and old people and BME and disabled groups. Welsh buddy scheme in particular will target elderly people.</i></p> <p>Poverty and Social Exclusion</p> <p><i>Help for vulnerable groups to decrease social isolation</i></p> <p>Welsh Language</p> <p><i>Increasing engagement with the Welsh Language with inward migrants</i></p> <p>Supporting the Uplands</p> <p><i>Integrating migrants into these isolated communities helps ensure their viabilities (5. Enabling vibrant Uplands )</i></p> | <p>Activities to be developed by the Conwy LAG in conjunction with community groups and interested partner organisations from the public and voluntary sectors.</p> <p>Menter Iaith</p>                | Years 1 - 6 |  |
| <b>1.3 To implement a pilot package of 'Our Nature Spaces' projects</b>               |  |  |   |   |  |  |  |             |  |
| SO3. Improve the economic exploitation of the cultural, built and natural environment | To 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><b>One Conwy</b></p> <p>Outcome 1 – People in Conwy are educated and skilled;</p> <p>Outcome 4 - People in Conwy are healthy and independent;</p> <p>Outcome 5 - People in Conwy live in a county which has a thriving economy;</p>   | <p>The types of actions that will be supported are:</p> <p>1.3.1 Establish, facilitate and resource the development of community networks that focus on 'our nature spaces', including networks that support wildflower planting and increase the honey bee population across rural Conwy</p> <p>1.3.2 Identify and survey areas of unmanaged land in communities, to assess potential environmental enhancement opportunities and environmental management requirements.</p>   | <p>No. of Operations</p> <p>Businesses assisted</p> <p>Communities assisted</p> <p>Jobs created</p>   | <p>11</p> <p>0</p> <p>5</p> <p>Awaiting confirmation from WG re definition</p> | <p>Equal Opportunities &amp; GM</p> <p><i>Pilot activity will involve young and old people and BME and disabled groups</i></p> <p>Sustainable Development</p> <p><i>Increase the amount of land under management in the area, Increase the skills of local people</i></p> <p>Poverty and Social Exclusion</p> <p><i>Volunteering as a pathway to employment using land management skills gained</i></p>  | <p>Activities to be developed by the LAG in conjunction with relevant partner organisations in the natural resource sector.</p> <p>SNPA</p> <p>Cyngor Gwynedd County Council</p> <p>National Trust</p> | Years 1 - 6 |  |
| SO4. Support community cohesion/integration and access to basic services              |  |  |   |   |  |  |  |             |  |

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|  |  | <p>Outcome 6 - People in Conwy live in a sustainable environment;</p> <p>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to.</p> | All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. | Additional indicators / targets will be set by the LAG at a later date (as per WG advice). |  | Supporting the Uplands<br><i>Increasing amount of uplands that are managed (2. Optimising land use in the Uplands)</i> | Natural Resources Wales (NRW)<br><br>CCBC<br><br>Third sector groups |  |
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**Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains**

**2.1 Facilitate the Dyffryn Conwy Naturiol brand development**

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| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy  | 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. | <b>One Conwy</b><br>Outcome 1 – People in Conwy are educated and skilled;                           | The types of actions that will be supported are:  | No. of Operations  | 9   | Equal Opportunities & GM<br><i>Mentoring available for vulnerable groups and minorities</i><br>Sustainable Development<br><i>Encourage local selling/buying, reduce food miles</i><br>Poverty and Social Exclusion<br><i>Creating employment opportunities in the local area, increasing value added for local producers</i><br>Welsh Language<br><i>All marketing material will be produced bilingually</i><br>Supporting the Uplands<br><i>Adding value to uplands produce, creating new paths to market (3. Economic Development)</i> | Conwy LAG      | Years 1 - 6 |
| SO3. Improve the economic exploitation of the cultural, built and natural environment |   | Outcome 5: People in Conwy live in a county which has a thriving economy                            | 2.1.1 Facilitate and resource of the Dyffryn Conwy Naturiol brand network   | No. of Farm Holdings assisted  | 0   |  | Food Producers |             |
|   |   | Outcome 6 - People in Conwy live in a sustainable environment;                                      | 2.1.2 Promote the Dyffryn Conwy Naturiol brand to producers and secure increased membership and a broader product range   | Businesses assisted  | 30  |  | Hoteliers      |             |
|   |   | Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive; | 2.1.3 To implement a pilot package of Dyffryn Conwy Naturiol activities that facilitates access to, and maximise the demand for, rural Conwy's produce and products.  | Communities assisted   | 0   |  | NFU & FUW      |             |
|   |   | Outcome 8 - People in Conwy are informed, included and listened to.                                 | 2.1.4 Identification of additional in-road markets for the Dyffryn Conwy Naturiol brand, including export opportunities.  | Jobs created   | Awaiting confirmation from WG re definition |  | Private Sector |             |
|   |   |   | 2.1.5 Provide mentoring activity for the Dyffryn Conwy Naturiol network members to strengthen individual business models and secure collective visibility in the marketplace.   | Additional indicators / targets will be set by the LAG at a later date (as per WG advice). |   |  |                |             |
|   |   |   | All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC/TNC Co-operation potential. |  |   |  |                |             |

**2.2 Establishing sector group networks to assist with collaborative working and coordinate the supply chain**

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| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy   | Establishing sector group networks to assist with collaborative working and coordinate the supply chain. | <b>One Conwy</b><br>Outcome 1 – People in Conwy are educated and skilled;  | The types of actions that will be supported are:   | No. of Operations             | 8                     | Equal Opportunities & GM<br><i>Mentoring available for vulnerable groups and minorities</i><br>Sustainable Development<br><i>Encourage local selling/buying, reduce food miles, Targeting Green business sectors</i><br>Poverty and Social Exclusion<br><i>Creating employment opportunities in the local area, increasing value added for local producers</i><br>Welsh Language | Activities to be developed by the Conwy LAG in conjunction with interested partner organisations from the public and voluntary sectors. | Years 1 - 6 |
| SO3. Improve the economic exploitation of the cultural, built and natural environment. |  | Outcome 5 - People in Conwy live in a county which has a thriving economy; | 2.2.1 Developing networks  | No. of Farm Holdings assisted | 0                     |  | Conwy LAG   |             |
|  |  | Outcome 6 - People in Conwy live in a sustainable environment;             | 2.2.2 Investigate the potential of development and collaborative working amongst the markets within the rural area, promoting them as a source of local produce and product. | Businesses assisted           | 30                    |  | Local Businesses  |             |
|  |  |  | 2.2.3 Review the types of raw produce that is being exported from Conwy and investigate the potential of adding value through joint or packaged exportation initiatives.     | Communities assisted          | 0                     |  | FUW   |             |
|  |  |  | 2.2.4 Implement a targeted marketing initiative that enables local businesses to access a 'B2B ready-reckoner' of produce/product availability and pricing.                  | Jobs created                  | Awaiting confirmation |  |   |             |

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|   |   | Outcome 8 - People in Conwy are informed, included and listened to.   | 2.2.5 Research and map the number of businesses in rural Conwy that are part of the Sell2Wales tender network, and compare results with the availability of contracts.<br><br>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector.  | Additional indicators / targets will be set by the LAG at a later date (as per WG advice).  | from WG re definition   | <i>All marketing material will be produced bilingually</i><br>Supporting the Uplands<br><i>Adding value to uplands produce, creating new paths to market (3. Economic Development)</i>  | National Trust<br>SNPA<br>CCBC<br>Glasdir Rural Development Centre  |             |
| <b>2.3 To establish a Llanrwst Town Centre Partnership</b>  |   |   |   |   |   |   |   |             |
| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy<br><br>SO3. Improve the economic exploitation of the cultural, built and natural environment<br><br>SO4. Support community cohesion/integration and access to basic services | 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. | <b>One Conwy</b><br>Outcome 1 – People in Conwy are educated and skilled;<br><br>Outcome 5 - People in Conwy live in a county which has a thriving economy;<br>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;<br><br>Outcome 8 - People in Conwy are informed, included and listened to. | The types of actions that will be supported are:<br>2.3.1 Test new methods of recruiting members to a Town Centre Partnership, including pre-designed role requirements, group role assessments, 'vision' application processes and the 'quarters' principle of representation (community / business / third sector / agency)<br>2.3.2 Facilitate and resource the partnership to lead a second phase Llanrwst Vision consultation process and in depth professional results analysis.<br>2.3.3 Seek appropriate investment, development and funding opportunities to put the vision into action.<br>2.3.4 Facilitate capacity building activity to enable members to establish business cases and development briefs that are relevant to the consultation and research results.<br>2.3.5 Identify and facilitate study-visit best practice exemplars in market town development throughout the UK.<br>2.3.6 Pilot schemes and undertake feasibility studies to benefit the economic offering and potential investment and development opportunities and explore opportunities for Conwy and Abergele towns.<br><br>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. | No. Of Operations<br><br>No. Of Farm Holdings assisted<br><br>Businesses assisted<br><br>Communities assisted<br><br>Jobs created<br><br>Additional indicators / targets will be set by the LAG at a later date (as per WG advice). | 11<br><br>0<br><br>10<br><br>0<br><br>Awaiting confirmation from WG re definition | Equal Opportunities & GM<br><i>Pilot activity with young and old people and with BME and disabled groups</i><br>Sustainable Development<br><i>Community involvement in order to ensure viability of town, reduce need to travel large distances to access services, Targeting Green business sectors</i><br>Poverty and Social Exclusion<br><i>Service centre for services used by disadvantaged groups</i><br>Welsh Language<br><i>Fully bilingual services available to the local population</i><br>Supporting the Uplands<br><i>Town operates as service centre for surrounding upland communities (4. Access to Services)</i> | Activities to be developed by the Conwy LAG in conjunction with interested partner organisations from the public and voluntary sectors.<br><br>Conwy LAG<br>Llanrwst Town Council<br><br>Association of Market Towns.<br><br>Private Sector<br><br>Community Groups<br><br>Glasdir Rural Development Centre | Years 1 – 6 |
| <b>2.4 Facilitate basic business skills and development ideas for underrepresented groups</b>   |   |   |   |   |   |   |   |             |
| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy<br><br>SO4. Support community cohesion/integration and access to basic services  | Facilitate basic business skills and development ideas for underrepresented groups that are potentially starting businesses for the first time.                               | <b>One Conwy</b><br>Outcome 1 – People in Conwy are educated and skilled;<br><br>Outcome 5 – People in Conwy live in a county which has a thriving economy;<br><br>Outcome 6 – People in Conwy live in a sustainable environment;   | The types of actions that will be supported are:<br>2.4.1 Workshops to provide basic business advice and guidance at outreach centres in the rural area.<br><br>There will be no duplication with other programmes and initiatives. This support will enable them to go on to more traditional scheme and will be finalised once we know what the WG will be delivering under Business Support.<br><br>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector.   | No. of Operations<br><br>No. of Farm Holdings assisted<br><br>Businesses assisted<br><br>Communities assisted   | 1<br><br>0<br><br>0<br><br>3  | Equal Opportunities & GM<br><i>Pilot activity with young and old people and with BME and disabled groups</i><br>Sustainable Development<br><i>Development of rural jobs reduces the need for commuting to work, skills for Green business sectors, land management, promoting the natural environment as a tourism asset</i>  | Activities to be developed by the Conwy LAG in conjunction with interested partner organisations from business, community and voluntary sectors.<br><br>CCBC  | Years 1 - 6 |

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|   |   | Outcome 8 – People in Conwy are informed, included and listened to.  |   | Jobs created  | Awaiting confirmation from WG re definition                                     | Poverty and Social Exclusion<br><i>Workshops to target unemployed and vulnerable groups</i><br>Welsh Language<br><i>Fully bilingual basic business advice available</i><br>Supporting the Uplands<br><i>Stimulate business development and upskill population (3. Economic Development)</i>   | Grŵp Llandrillo Menai<br><br>Communities First Glasdir Rural Development Centre   |             |
| <b>2.5 Establish a series of pilot projects to encourage Youth Entrepreneurship in rural Conwy</b>  |   |  |   |   |   |   |   |             |
| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy<br><br>SO3. Improve the economic exploitation of the cultural, built and natural environment<br><br>SO4. Support community cohesion/integration and access to basic services | To establish a series of pilot projects to encourage Youth Entrepreneurship in rural Conwy. | <b>One Conwy</b><br>Outcome 1 – People in Conwy are educated and skilled;<br><br>Outcome 2 - People in Conwy are safe and feel safe;<br><br>Outcome 5 - People in Conwy live in a county which has a thriving economy;<br><br>Outcome 6 - People in Conwy live in a sustainable environment;<br><br>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;<br><br>Outcome 8 - People in Conwy are informed, included and listened to. | The types of actions that will be supported are:<br>2.5.1 Establish a 'Young Leaders Award' test project in rural Conwy, to improve young people's aspirations and support entrepreneurship.<br>2.5.2 Research the feasibility for the development of a Entrepreneurship Hub based in rural Conwy, taking into account: making use of existing facilities, a review of supply and demand of training provision for existing local businesses, the relationship between skill base and potential investment, and potential community transport links (to be developed through this programme).<br>2.5.3 Pilot the development of a Entrepreneurship Hub in rural Conwy, focused on leadership skills, management skills, tourism skills, sense of place, welcome host, and skills/training gaps identified through the research process.<br><br>There will be no duplication with other programmes and initiatives.<br><br>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC Co-operation potential. | No. of Operations<br><br>No. of Farm Holdings assisted<br><br>Businesses assisted<br><br>Communities assisted<br><br>Jobs created<br><br>Additional indicators / targets will be set by the LAG at a later date (as per WG advice). | 2<br><br>0<br><br>0<br><br>2<br><br>Awaiting confirmation from WG re definition | Equal Opportunities & GM<br><i>Support for young people and their employment opportunities</i><br>Sustainable Development<br><i>Development of rural jobs reduces the need for commuting to work, green industry support, develop new entrants to the Green business sector</i><br>Poverty and Social Exclusion<br><i>Specific targeting of "NEETs" to provide upskilling and route to work</i><br>Welsh Language<br><i>Fully bilingual basic business advice available</i><br>Supporting the Uplands<br><i>Stimulate business development and upskill population (3. Economic Development)</i> | Activities to be developed by the LAG in conjunction with community groups and partnering educational establishments in the area.<br><br>Partners may include:<br><br>Conwy LAG<br><br>Grŵp Llandrillo Menai<br><br>Conwy County Borough Council Skills Board<br><br>Youth Services<br><br>Young Farmers<br><br>Schools | Years 1 - 6 |
| <b>Theme 3: Exploring new ways of providing non-statutory local services</b>  |   |  |   |   |   |   |   |             |
| <b>3.1 Support the delivery of non-statutory services by communities / groups.</b>  |   |  |   |   |   |   |   |             |
| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy<br><br>SO2. Provide accessible transport for those who cannot access or do not have access to conventional public transport.   | To support the delivery of non-statutory services by communities / groups.                  | <b>One Conwy</b><br>Outcome 1 – People in Conwy are educated and skilled;<br><br>Outcome 4 - People in Conwy are healthy and independent;  | The types of actions that will be supported are:<br>3.1.1 Facilitate meetings between Conwy County Borough Council and key partners to identify opportunities for third sector delivery.<br>3.1.2 Support creation of new groups and work with existing groups.<br>3.1.3 Implement a pilot suite of projects exploring new ways of providing non-statutory  | No. of Operations<br><br>Businesses assisted<br><br>Communities assisted  | 3<br><br>0<br><br>3   | Equal Opportunities & GM<br><i>Engage with communities and encourage asset transfers, time banking</i><br>Sustainable Development<br><i>Community empowerment ensuring sustainability of services</i>   | Activities to be developed by the Conwy LAG in conjunction with interested partner organisations from the public, community and voluntary sectors.  | Years 1 - 6 |

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| <p>SO3. Improve the economic exploitation of the cultural, built and natural environment</p> <p>SO4. Support community cohesion/integration and access to basic services</p>  |   | <p>Outcome 5 - People in Conwy live in a county which has a thriving economy;</p> <p>Outcome 6 - People in Conwy live in a sustainable environment;</p> <p>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to.</p>  | <p>services, and strengthening economic rural development</p> <p>3.1.4 Activities that advise, enable and facilitate the transfer of assets into community-led use through empowering local communities and facilitating the development of these to maintain services and regenerate / re-invigorate possible dis-used local buildings and other assets (White Paper – Power to Local People).</p> <p>3.1.5 Support for innovative activities which demonstrate the potential to bring innovative solutions to local, non-statutory, service needs including, for example, transportation, housing, employment, training, education and childcare provision, and innovations in ways of working.</p> <p>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC Co-operation potential.</p> | <p>Jobs created</p> <p>Additional indicators / targets will be set by the LAG at a later date (as per WG advice).</p>   | <p>Awaiting confirmation from WG re definition</p>                             | <p>Poverty and Social Exclusion</p> <p><i>Volunteering as a pathway to employment, ensuring sustainability and development of services vulnerable groups rely upon</i></p> <p>Welsh Language</p> <p><i>Local delivery of services will ensure bilingualism</i></p> <p>Supporting the Uplands</p> <p><i>Local delivery will mitigate the remoteness of upland communities (4. Access to Services)</i></p>   | <p>Partners may include:</p> <p>Conwy LAG</p> <p>CCBC</p> <p>Third Sector Organisations</p> <p>CVSC</p>  |                    |  |
| <p><b>3.2 To implement/pilot an innovative approach to community transport</b></p>  |   |  |  |   |  |  |  |                    |  |
| <p>SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy</p> <p>SO2. Provide accessible transport for those who cannot access or do not have access to conventional public transport.</p> <p>SO3. Improve the economic exploitation of the cultural, built and natural environment</p> <p>SO4. Support community cohesion/integration and access to basic services</p> | <p>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.</p> | <p><b>One Conwy</b></p> <p>Outcome 1 – People in Conwy are educated and skilled;</p> <p>Outcome 2 - People in Conwy are safe and feel safe;</p> <p>Outcome 4 - People in Conwy are healthy and independent;</p> <p>Outcome 5 - People in Conwy live in a county which has a thriving economy;</p> <p>Outcome 6 - People in Conwy live in a sustainable environment;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to.</p> | <p>The types of actions that will be supported are:</p> <p>3.2.1 Form a skills based group to act as a steering group and to in turn develop a sustainable Community Transport pilot.</p> <p>3.2.2 Pilot an accessible trial of a Community Transport pilot adopting the approach and delivery in response to the needs</p> <p>3.2.3 Travel training – inspire confidence in people in the rural area to use public transport</p> <p>Any vehicles used will be leased and not purchased.</p> <p>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC Co-operation potential.</p>  | <p>No. of Operations</p> <p>Businesses assisted</p> <p>Communities assisted</p> <p>Jobs created</p> <p>Additional indicators / targets will be set by the LAG at a later date (as per WG advice).</p> | <p>3</p> <p>0</p> <p>10</p> <p>Awaiting confirmation from WG re definition</p> | <p>Equal Opportunities &amp; GM</p> <p><i>Vulnerable and minority groups will be targeted</i></p> <p><i>Demand led services will result in fewer journeys overall</i></p> <p>Poverty and Social Exclusion</p> <p><i>Helping vulnerable groups access employment and services</i></p> <p>Welsh Language</p> <p><i>Fully bilingual transport service available</i></p> <p>Supporting the Uplands</p> <p><i>Supporting access to job markets, enabling access to service centres (3. Economic Development, 4. Access to Services)</i></p> | <p>Activities to be developed by the Conwy LAG in conjunction with interested partner organisations from the public, community and voluntary sectors</p> <p>Partners may include:</p> <p>Conwy LAG</p> <p>Community Groups in the area</p> <p>Community Transport Association</p> <p>CCBC Transport department</p> <p>CVSC</p> | <p>Years 1 - 6</p> |  |
| <p><b>3.3 Facilitate a pilot of projects to ensure isolated individuals are engaged within the community.</b></p>   |   |  |  |   |  |  |  |                    |  |
| <p>SO4. Support community cohesion/integration and access to basic services</p>   | <p>Facilitate a pilot of projects to ensure isolated individuals are engaged within the community.</p>  | <p><b>One Conwy</b></p> <p>Outcome 1 – People in Conwy are educated and skilled;</p>   | <p>The types of actions that will be supported are:</p> <p>3.3.1 Consultation with local people including those experiencing particular isolation e.g. disabled people, carers, older people etc.</p> <p>3.3.2 Run a pilot scheme of activities / clubs etc.</p>   | <p>No. of Operations</p> <p>Businesses assisted</p>   | <p>8</p> <p>0</p>  | <p>Equal Opportunities &amp; GM</p> <p><i>Pilot activity with young and old people and with BME and disabled groups</i></p>  | <p>Activities to be developed by the Conwy LAG in conjunction with interested partner</p>  | <p>Years 1 - 6</p> |  |

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|   |  | <p>One Conwy- Outcome 4 - People in Conwy are healthy and independent;</p> <p>Outcome 6 - People in Conwy live in a sustainable environment;</p> <p>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to.</p>  | <p>3.3.3 Provide opportunities for volunteering (training and support)</p> <p>All project actions will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC Co-operation potential.</p> | <p>Communities assisted</p> <p>Jobs created</p> <p>Additional indicators / targets will be set by the LAG at a later date (as per WG advice).</p>   | <p>8</p> <p>Awaiting confirmation from WG re definition</p>                   | <p>Poverty and Social Exclusion</p> <p><i>Engaging vulnerable people with community involvement, reducing isolation</i></p> <p>Welsh Language <i>Fully bilingual service</i></p> <p>Supporting the Uplands <i>Bringing together individuals isolate by upload remoteness</i></p>   | <p>organisations from the public, community and voluntary sectors Partners may include:</p> <p>Conwy LAG</p> <p>CCBC</p> <p>Communities First</p> <p>CVSC</p> <p>Third Sector Organisations</p> <p>Merched y Wawr</p>   |             |
| <b>3.4 Deliver a series of projects to address poverty &amp; deprivation</b>  |  |   |   |   |   |  |   |             |
| SO4. Support community cohesion/integration and access to basic services  | Deliver a series of projects to address poverty & deprivation.                                     | <p><b>One Conwy</b></p> <p>Outcome 1 – People in Conwy are educated and skilled;</p> <p>Outcome 2 - People in Conwy are safe and feel safe;</p> <p>One Conwy- Outcome 4 - People in Conwy are healthy and independent;</p> <p>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to</p> | <p>The types of actions that will be supported are:</p> <p>3.4.1 Pilot projects to combat deprivation (advice / employment / debt surgeries at rural locations or transport individuals from rural areas)</p> <p>3.4.2 Basic skills</p> <p>Any vehicles used will be leased and not purchased.</p>              | <p>No. of Operations</p> <p>Businesses assisted</p> <p>Communities assisted</p> <p>Jobs created (Awaiting confirmation from WG re definition)</p> <p>Additional indicators / targets will be set by the LAG at a later date (as per WG advice).</p> | <p>6</p> <p>0</p> <p>6</p> <p>Awaiting confirmation from WG re definition</p> | <p>Equal Opportunities &amp; GM <i>Pilot activity with young and old people and with BME and disabled groups</i></p> <p>Sustainable Development <i>Helping vulnerable people back to work</i></p> <p>Poverty and Social Exclusion <i>All projects targeted at addressing poverty and social exclusion</i></p> <p>Welsh Language <i>Fully bilingual services and projects</i></p> <p>Supporting the Uplands <i>All projects targeted at addressing poverty and social exclusion in the uplands (3. Economic Development, 4. Access to Services)</i></p> | <p>Activities to be developed by the Conwy LAG in conjunction with interested partner organisations from the public, community and voluntary sectors Partners may include:</p> <p>Conwy LAG</p> <p>CCBC – Conwy Building Resilient Communities Board</p> <p>Communities First</p> <p>CVSC</p> <p>Third Sector Organisations</p> | Years 1 - 6 |
| <b>Theme 4: Renewable energy at Community level</b>   |  |   |   |   |   |  |   |             |
| <b>4.1</b>  |  |   |   |   |   |  |   |             |
| The Conwy LAG foresees that it will animate the individuals and or groups that come forward with ideas surrounding Renewable Energy at Community Level and then send them on to National Schemes for support (Ynni'r Fro etc.) They will however, review circumstances as the LDS progresses. |  |   |   |   |   |  |   |             |
| <b>Theme 5: Exploitation of digital technology</b>  |  |   |   |   |   |  |   |             |
| <b>5.1</b>  |  |   |   |   |   |  |   |             |
| SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy  | To increase the uptake of Broadband and digital technology among rural businesses and communities. | <p><b>One Conwy</b></p> <p>Outcome 1 – People in Conwy are educated and skilled;</p>  | <p>The LAG are keen to ensure that the whole rural area is supported and therefore will be undertaking activities to add value to and plug gaps within the mainstream Broadband Exploitation programme. The types of actions that will be supported are:</p>  | <p>No. of Operations</p> <p>Businesses assisted</p>   | <p>13</p> <p>0</p>  | <p>Equal Opportunities &amp; GM <i>Activities targeted at hard to reach groups</i></p> <p>Sustainable Development</p>  | <p>Activities to be developed by the LAG with relevant delivery organisation</p>  | Years 1 - 6 |

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| <p>SO4. Support community cohesion/integration and access to basic services</p> |  | <p>Outcome 4 - People in Conwy are healthy and independent;</p> <p>Outcome 5 - People in Conwy live in a county which has a thriving economy;</p> <p>Outcome 6 - People in Conwy live in a sustainable environment;</p> <p>Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive;</p> <p>Outcome 8 - People in Conwy are informed, included and listened to.</p> | <p>5.1.1 Implement a series of promotional activities that enhance awareness of the new superfast broadband facilities in designated areas of rural Conwy.</p> <p>5.1.2 Research the extent of digital technology use within rural businesses and communities, identify challenges and opportunities and mentor them to seek funding and relevant assistance to take actions forward.</p> <p>5.1.3 Identification and mentoring / training of 'Community Communication Ambassadors'.</p> <p>All project activities will include working collaboratively and in partnership with LAG's and other organisations in the public and voluntary sector. However, these activities have also additional ITC Co-operation potential.</p> | <p>Communities assisted</p> <p>Jobs created</p> <p>Additional indicators / targets will be set by the LAG at a later date (as per WG advice).</p> | <p>12</p> <p>Awaiting confirmation from WG re definition</p> | <p><i>Reduce need to travel long distances to physically access services, possible recycling of old equipment, ensure high energy efficiency of equipment used</i></p> <p>Poverty and Social Exclusion</p> <p><i>Enable businesses to access new markets, allow isolated people to access services</i></p> <p>Welsh Language</p> <p><i>All projects will be fully bilingual</i></p> <p>Supporting the Uplands</p> <p><i>Enable remote upland communities to access services, enable upland businesses to access new markets (3. Economic Development, 4. Access to Services)</i></p> | <p>and partners as appropriate.</p> <p>Conwy LAG</p> <p>CVSC</p> <p>CCBC</p> |  |
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**Theme 6 Cooperation**

**6.1 Identify actions where cooperative working can deliver synergies to deliver real added value**

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| <p>SO1. Develop a diverse economic base and suitably qualified workforce in rural Conwy</p> <p>SO2. Provide accessible transport for those who cannot access or do not have access to conventional public transport.</p> <p>SO3. Improve the economic exploitation of the cultural, built and natural environment</p> <p>SO4. Support community cohesion/integration and access to basic services</p> | <p>Identify actions where co-operative working can deliver synergies to deliver real added value</p> | <p><b>One Conwy</b></p> <p>All of One Conwy's 8 outcomes could be covered here, dependant on the type of cooperation activity identified as the strategy evolves.</p> | <p>The types of actions that will be supported are (see Section 3.2 of LDS):</p> <p>6.1.1 Collaborative working across the Snowdonia and Hiraethog areas - e.g. Hiraethog strategy, The Living Mountains of North Snowdonia HLF application</p> <p>6.1.2 Sector specific collaborative working with LAGs that have experience in areas that have been identified for development in Conwy – e.g. Market Town renewal, Local Food Brand Development</p> <p>6.1.3 Identifying areas in which previous Conwy projects can assist with activity in other areas – e.g. Outdoor Tourism through the medium of Welsh.</p> <p>6.1.4 Develop and maintain networks when appropriate linkages can be made – e.g. North Wales Bee Group</p> <p>6.1.5 The LAG will consider any specific transnational co-operation activity as it arises.</p> | <p>No. of Operations</p> <p>No of LAGs involved in the Co-operation by project</p> <p>No. of ITC projects</p> <p>No. of TNC projects</p> <p>Businesses assisted</p> <p>Communities assisted</p> | <p>4</p> <p>4</p> <p>4</p> <p>0</p> <p>12</p> <p>18</p> |  | <p>Conwy LAG</p> <p>Other LAGs (National and Transnational)</p> <p>Private Sector</p> <p>SNPA</p> <p>CCBC</p> | <p>Years 1 - 6</p> |
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