



Cynnal y Cardi LEADER Local Development Strategy Priorities

Theme 1: Adding Value to local identity and natural and cultural resources	
Priority 1: To utilise the natural environment and landscape	
Objective	Types of Actions
1.1.1 To increase the economic, social & well-being opportunities generated by Ceredigion's high quality environment.	Investigate via feasibility studies the opportunities for innovative approaches and entrepreneurial opportunities to maximising economic benefit generated by the natural environment e.g. Wales Coast Path/ renewable energy schemes. Develop initiatives that enhance and provide improved access to the local natural and built environment.
1.1.2 To develop co-operation actions in the Teifi Valley, Cambrian Mountains and Dyfi Biosphere areas based on utilising the natural environment and landscape.	Promote opportunities for joint cooperation actions related to the natural environment and landscape of the Cambrian Mountains, Teifi Valley and Dyfi Biosphere and support resources to deliver activity on the ground.
1.1.3 To encourage the sustainable management of the natural environment and landscape of the area.	Develop a network of local businesses, producer groups and community based groups to: <ul style="list-style-type: none"> i. Network and collaborate on locally led initiatives that support the local environment and economy. ii. Identify and investigate innovative uses for natural products including poor quality products e.g. timber. Pilot initiatives that support land management opportunities e.g. in the Uplands areas.
1.1.4 To strengthen the skills of the workforce in the sector and provide volunteer training opportunities.	Deliver training initiatives to strengthen individuals' skills related to the sustainable management of the natural environment.
Priority 2: To strengthen the identity of the area using the cultural assets of the area.	
1.2.1 To increase the use of the Welsh language by	Engage with new and existing clusters to improve Welsh language skills within the





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the people of Ceredigion.	community & in the workforce.
1.2.2 To increase and consolidate Welsh language skills amongst the people of Ceredigion.	Identify new approaches to improve people's skills and gain confidence in the use of the Welsh language.
1.2.3. To promote economic activities that will strengthen the position of the Welsh language.	Promote innovative economic activities that are developed from a direct relationship with the Welsh language and culture.
1.2.4 To celebrate and promote Ceredigion's' rich social and cultural heritage.	Engage with the artistic sector to utilise empty spaces in Ceredigion for exhibitions, studios and performances.
1.2.5 To preserve and promote the versatility of our native Ceredigion livestock breeds	Raise the profile of the benefits of the Welsh language as a marketing tool and support initiatives that promote the development of Welsh branding.
Priority 3: Apply a Destination Management approach to tourism and sense of place in Ceredigion.	
1.3.1 To foster an environment of networking between community and business sectors and destination management partners to share best practice and resources.	Develop and implement innovative products, collaborative initiatives and joint promotion strategies to raise awareness of Ceredigion, the Teifi Valley, Cambrian Mountains and Dyfi Biosphere as destinations. Encourage the application of Integrated Quality Management principles into LEADER activities. Recruit local 'ambassadors' to deliver community based initiatives that promote local distinctiveness and celebrate local themes.
1.3.2 To develop innovative products and collaborative initiatives to promote the Teifi Valley, Cambrian Mountains and Dyfi Biosphere as destinations	Develop a network of the above local 'ambassadors' to share knowledge and resources and strengthen links to the Destination Management Partnership.



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1.3.3 To stimulate the growth of locally based clusters to deliver tourism initiatives using the natural and cultural resources of the area as an asset.	Investigate opportunities for alternative methods of delivering tourist information in rural locations.
1.3.4 To develop a Ceredigion focused customer service programme.	Develop and implement a customer service programme tailored for the needs of Ceredigion businesses – develop a mentoring scheme to share knowledge and resources.
1.3.5 To make the tourism sector more attractive to younger people.	Raise the profile of tourism as a career choice for young people. Encourage promotion of entrepreneurial opportunities and innovative approaches to the challenges facing the tourism industry.
Priority 4: To adapt to Ceredigion’s population change, with net out-migration of young people and net in-migration of middle adulthood.	
1.4.1 To foster integration between different age demographics to support sustainable Welsh-speaking neighbourhoods and community cohesion.	Undertake a community engagement programme to stimulate interest and identify communities and/or networks. Identify a community/network and provide support via a pilot project to facilitate integration. Develop activities such as cultural events to mitigate effects of demographic mobility.
1.4.2 To encourage greater engagement between different age groups to promote the transfer skills.	Facilitate and support the delivery of inter-generational initiatives such as linking up growers with young people interested in growing produce/IT initiatives to promote the transfer of skills.
1.4.3 To explore business opportunities arising from service needs of the ageing population.	Identify best practice models.
Priority 5: To grow community capacity to explore opportunities for creating more proactive resilient communities.	





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<p>1.5.1 To increase support to groups and organisations for the development of locally based sustainable initiatives.</p>	<p>Develop a support and signposting service to provide pre-development guidance on funding applications, with the aim of developing community capacity and creating more sustainable initiatives.</p> <p>Engage with individuals and communities to identify their aspirations that results in developing pilot activities, which in turn creates a culture of innovation.</p>
<p>Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains</p>	
<p>Priority 1: To facilitate a substantially knowledge-based economy to support new & innovative opportunities.</p>	
<p>Objective</p>	<p>Types of Actions</p>
<p>2.1.1 To access market leading Intelligence that will allow Ceredigion businesses to access data in order to support growth in the private sector.</p>	<p>Audit the needs of local businesses in Ceredigion.</p> <p>Undertake research work that will assist businesses in all sectors to identify market trends, market data, analysis of market information and research insights.</p> <p>Commission tourism based research and town centre benchmarking activities.</p>
<p>2.1.2 To foster an environment of networking between community and business sectors to share best practice and resources.</p>	<p>Identify and recruit established self-employed entrepreneurs to form a network, to share knowledge and resources with up and coming entrepreneurs to strengthen the sector.</p> <p>Provide a resource to develop and maintain a network of links within the social enterprise sector and to facilitate the delivery of the support & encourage inter social enterprise trading.</p> <p>Identify and develop new and existing networks and partnerships. Support capacity building within those groups to stimulate locally based, community led initiatives. E.g. supporting local producer clusters to deliver community-led food growing co-operatives by utilizing green spaces, and creating a network of produce markets in</p>



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Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig:
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development:
Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government

	community facilities and supporting Town Centre Partnerships/Business Improvement District.
2.1.3 To improve access by businesses and entrepreneurs to the Higher Education and research and development sector to support new & innovative opportunities.	<p>Develop a network of individuals representing the various Universities and research organisations.</p> <p>Undertake an engagement and promotion campaign to identify potential entrepreneurs.</p> <p>Develop business hubs through facilitating workplace development and creating opportunities for incubator units.</p> <p>Providing a mentoring scheme to allow the knowledge and experience of existing businesses in the area to be shared with the next generation of entrepreneurs.</p>
2.1.4 To foster innovative pre-commercial product development that will support accessing new markets.	Develop collaboration opportunities with Food Centre Wales and other schemes to develop a support provision for developing innovative product development, with the aim of accessing new market opportunities at a local level e.g. increasing the shelf life of food products.
Priority 2: To strengthen short supply chains to yield the optimum benefit for businesses.	
2.2.1 To strengthen local supply chains within Ceredigion.	<p>Identify potential local producers and clusters through an engagement process e.g. work with food outlets to market high quality local producers.</p> <p>Facilitate the development of clusters of local producers e.g. food/artists/craft makers etc.</p> <p>Identify joint local promotional initiatives e.g. via digital technology in order to raise awareness of local produce and encourage short supply chains.</p>



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	Facilitate the trialling of innovative marketing initiatives in all sectors in particular developing initiatives that promote the development of Welsh branding.
Priority 3: To increase opportunities for workforce development.	
2.3.1 To encourage leadership skills to grow.	Deliver initiatives to develop individual's leadership skills through mentoring/coaching, with the aim of upskilling the workforce in all sectors.
2.3.2 To upskill Ceredigion's employment workforce.	Develop creative and innovative thinking amongst social enterprise 'leaders.'
2.3.3 To support initiatives that assists individuals to access work, training, volunteering opportunities and other services.	Undertake feasibility studies/pilot activities to establish transport schemes e.g. Local Wheels to Opportunities Schemes to provide rural citizens, especially young people, with the means to access such opportunities.
Theme 3: Exploring new ways of providing non-statutory local services	
Priority 1: To grow community capacity to explore opportunities for creating more proactive resilient communities.	
Objective	Types of Actions
3.1.1 To build the capacity and increase the confidence of individuals/groups to identify community development opportunities.	<p>Establish a Community Leadership Academy to nurture the next generation of community leaders.</p> <p>Explore ways to engage with and reach a wider spectrum of citizens to participate in the design and delivery of community initiatives.</p> <p>Deliver a community engagement exercise to stimulate community actions.</p> <p>Explore the potential in creating a Ceredigion Pennies payroll donation scheme as an additional local financial instrument to support local community economic development.</p> <p>Identify opportunities for organisations to develop new ways of fundraising, to vary funding portfolios, and better sustain assets and activities.</p>



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<p>3.1.2 To improve access to information & fostering community networks.</p>	<p>Facilitate access to advice services/financial services in rural areas via community hubs.</p> <p>Facilitate the establishment of community networks e.g. grandparents to share childcare commitments and encourage socialisation.</p> <p>Identify opportunities to support the sharing of physical assets and citizen resource through a time credit scheme.</p>
<p>3.1.3 To improve communication and engagement within communities.</p>	<p>Pilot activities with Town and Community Councils to explore different approaches to engage with citizens This will actively encourage communities to discuss local issues that may split communities by using sensitive facilitation/mediation methods to bring about change.</p>
<p>3.1.4 To research the role of communities and other delivery partners in the delivery of local non-statutory services & support for asset transfer of non-statutory services and assets.</p>	<p>Undertake feasibility studies to research the role of Social Enterprises/community groups in exploring new ways of providing non-statutory local services.</p> <p>Develop links between communities and service providers to identify opportunities of co-producing and co-delivering services within the rural community e.g. enable communities to help support its most vulnerable citizens.</p> <p>Develop preparatory business cases for asset transfer of non-statutory services and assets within communities whilst building capacity within communities to deliver services long term.</p>
<p>3.1.5 To identify innovative approaches to service delivery in rural areas.</p>	<p>Pilot activities with the aim of identifying alternative models for the delivery of non-statutory services such as childcare and meals on wheels.</p> <p>Pilot use of technology to improve service delivery to remoter areas and combat isolation.</p>



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3.1.6 To pilot activities that improves the well-being of individuals and communities.	Pilot holiday meal provision and training programme to support families living in poverty.
Theme 4: Renewable energy at Community level	
Priority 1: Need to grow community capacity to explore opportunities for creating more proactive resilient communities.	
4.1.1 To facilitate the pre-development work for community based renewable energy initiatives.	<p>Initiate promotion to interest communities/farmers around the identification of opportunities in the development of energy schemes, where appropriate within & sympathetic to natural environment.</p> <p>Facilitate partner/stakeholder meetings to discuss community based renewable initiatives.</p> <p>Undertake familiarisation study visits to network and share experiences of similar initiatives.</p> <p>Develop capacity building/networking opportunities within communities to facilitate the development of community renewable initiatives / machinery sharing to co-ordinate lots of small pockets of fuel supply to get critical mass etc.</p> <p>Investigate the feasibility of developing a community renewable initiative, by exploring (i) the most appropriate types of renewables for the rural community by testing the technical capacity, (ii) undertake an engagement and consultation process with stakeholders including the local residents and groups (iii) investigate the possible business structures for implementing a community renewables scheme.</p>
Priority 2: To reduce the impact of long term rises in living costs.	
4.2.1 To develop opportunities for sharing resources & identifying new cost and environmentally efficient	Identify opportunities for sharing resources to reduce everyday living costs e.g. Housing Associations to create Car Pools.





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initiatives.	<p>Facilitate the expansion of different forms of transport e.g. electric vehicles.</p> <p>Raise awareness of the business benefits of energy efficiency.</p>
Theme 5: Exploitation of digital technology	
Priority 1: To improve access to and exploitation of I.T.	
5.1.1 To improve utilisation of next generation broadband by individuals, businesses and communities to promote sustainable rural economic growth.	<p>It is anticipated that the Rural broadband ICT toolkit will be used as a resource for undertaking some of the following actions.</p> <p>Develop a mentoring support/training scheme aimed at individuals/ businesses and communities from all sectors including agriculture, tourism and forestry to raise awareness of the benefits of NGB. This will improve individuals' skills in going on to implement what has been learnt.</p> <p>Develop an education, support and advice scheme on adoption and exploitation of NGB and associated ICT applications.</p> <p>Undertake demonstration activities within the business and community sector to promote the potential benefits of NG e.g. reduction in costs, improving efficiencies.</p>
5.1.2 To ensure digital inclusion for people in rural communities.	<p>Support access to ICT by creating a network of local digital ambassadors to support those who are digitally excluded.</p> <p>Pilot innovative community ideas that take advantage of NGB in relation to remote rural service delivery and developing new economic activities to create resilient communities. To also include the potential uses for mobile phone technology.</p>
5.1.3 To exploit the opportunities for digital trading	Establish partnerships to trial and demonstrate the opportunities for businesses to trade





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by businesses and increase the productivity, diversity and efficiency of businesses in rural areas.

effectively on-line and to promote the potential benefits of NG e.g. reduction in costs, improving business efficiency and competitiveness.

Undertake research and pilot activities to identify opportunities and new approaches to increase digital trading.