



LEADER North York Moors, Coast and Hills

Local Action Group Meeting

14th April 2010, 2.00pm

Moorsholm Memorial Hall

1. Welcome

Welcome from Moorsholm Memorial Hall Chairman – Ian Solomon.

Malcolm Bowes, Chair of the Executive Group then welcomed all present to this meeting of the Local Action Group (LAG) for the North York Moors, Coast and Hills LEADER Programme.

Malcolm expressed his appreciation to the programme staff and other Executive Group members, without whom it would not have been possible to make decisions on all of the applications received. Thanks were also given to all members of the Local Action Group – the programme is dependent on the LAG to promote, advertise and encourage local groups to apply. Whilst we would encourage the LAG to continue with this, we would also now appreciate your thoughts on what we should focus on in the next year. This will be the basis of the discussion groups later in the afternoon.

2. Priorities Set Out By The LAG In January 2009

Malcolm Bowes gave a brief update on some of the actions that had been taken following the suggestions of the LAG in January 2009.

- Help for small scale projects – now exists in the form of the Small Scale Enhancements Schemes.
- Develop overarching projects – the Sustainable Community Halls project was now in place and provides support and information for community buildings across the LEADER area.
- Easy to use process for applying – application process begins with a short Project Idea Form which is easily accessible both electronically and in a paper format. A much simpler and shorter form has also been developed for applications to the Parish and Community Caretaker Scheme.
- Transparent decision making – all Executive Group meeting minutes and decisions are available on the website and a link to these is provided in the monthly e-bulletin which is issued to all LAG members.
- Mix between short and long term projects – projects funded to date demonstrate this mix.

3. Feedback on the Year 2009 / 10

Mike Horrocks LEADER Programme Manager gave an overview of the achievements of the first year of the programme and a summary presentation on all the projects that have been supported to date through the programme.

In brief the programme has received over 145 Project Idea Forms and LEADER support has so far been given in more than 65 villages in the area. £1.5 million has been allocated so far between 32 applications leaving another £1.1 million to go. The programme and these projects have generated 75 pieces of press and publicity and the programme website is being used in increasing numbers with 16,638 hits since August 2009.

Both regionally and nationally the North York Moors, Coast and Hills LEADER programme is in a strong position and performing well. Overall the programme has committed more resources than our target for the year which is an excellent position to be in for the coming years. Over commitment of resources can be covered by drawing down from future years funding early, with the possibility of securing additional resources from other under spent areas of the RDPE. A summary of all projects funded was also given and can be seen in the presentation slides. (The power point presentation can be downloaded from the website).

Mike also informed the LAG that a number of projects were working with Destinations @ Saltburn to produce short video clips for the programme. For further information about the work of Destinations, please contact Paul Davies via email at p.davies347@ntlworld.com

4. Discussion Workshops – Suggested Priorities for 2010

Malcolm Bowes explained that as we had now reached the end of the first year, a review had been undertaken which had raised certain issues / questions which required discussion and decision by the Local Action Group. The results of these discussions would provide valuable information and give the Executive Group a steer for the coming year.

Delegates attending split into 6 groups, each facilitated by an Executive Group member. Each group received 3 questions to discuss and comment on. The discussion questions were as follows. .

- Training and skills provision – should this be specific or related to local employment opportunities? Are taster sessions and introductory course appropriate?
- Are there any priorities you feel should have more focus on?
- We are aware that not all community projects can identify problems that need solving and would like to support projects that build on assets / strengths. How should we approach projects that don't show need, but are about trying something new or nice?
- Now the programme is up and running should we think about setting intervention rates?
- How can we encourage small community projects to link with each other?
- Should there be cap on the number of village halls supported each year? Should there also be a limit on the size of village hall grants?

- Small scale community transport schemes – what types of projects could this include?
- Should we have a call for projects under priority 4? What types of projects should / could this include?
- How do we spread the word about LEADER more effectively at a local level?
- Bearing in mind that we are unable to support private businesses directly, how can we encourage projects under priority 9?

All responses can be seen in Appendix 1.

5. How To Promote Your Project: Hints and Tips on Successful Press and Publicity

Phil Bustard, Marketing and External Affairs Manager at the North York Moors Railway gave delegates a short presentation on how to promote your project successfully.

A copy of the presentation can be downloaded from the website. The main points covered by the presentation were as follows:

Is There A Story?

What's At Stake? Why do you need to do this project? Who will benefit from this and what will it's impact be?

Facts and figures – the more you have of these, the better.

Is your project visually interesting? Think pictures that will interest the local media.

Do you have a good talkers or a technical expert who can tell the story?

Who needs to know? Think about user groups, businesses etc – all the people you need to target with your information.

Formulate A Plan and Spread The Word.

How are you going to get the information to the right people at the right time.

Use local and regional media – they can convey your story. Local media are always on the look out for news or interest stories and rely on you telling them. A list of local media contacts can be found at the end of the power point presentation which can be downloaded. Make contacts and this can help generate interest in your story.

The internet is a really useful tool and can be used to good effect. It can potentially convey your story or information to the whole world. For example, NYMR make and publish videos via youtube and link them to their website. Newsletters are really easy to produce and can allow you to send a lot of information out quickly. It is essential to make it interesting and relevant.

Projects need to reflect the support from funders. All funders have different requirements in terms of text and logos to be used. Check, check and check again as mistakes are easily made.

Site and project visits. Invite people to see the proposed project and the final, finished project. This makes it real!

TV and radio. Are you will to talk about your project on the tv or radio? Are there any opportunities for live broadcasts?

Free sources. Consider sources that are free such as the NY Times which is produced by NYCC and goes to every household in North Yorkshire for example.

Making Milestones

Milestones are key moments at the start, middle and end of your project which you can use to generate interest in your story. Don't miss the opportunity to mark any

'first' moments and key milestones and think about an event that marks the launch of the project.

Lessons Learnt

Keep a database of who needs to know, a list of your key contacts and a copy of all publicity coverage you receive. This is good for funders and for the posterity of your group, organisation or village.

6. New For 2010

Small Scale Enhancements Scheme

Schemes are currently up and running in the National Park and Ryedale areas with a scheme for East Cleveland hopefully up and running in the near future.

Projects must have a maximum total project cost of no more than £5,000 and should fit the themes of the main LEADER programme. The scheme has a simple application process with lots of support available from the co-ordinators. The scheme will pay all bills so projects will not be required to cash flow the project.

For projects in the National Park contact Clair Shields on 01439 770657 or email ssescheme@northyorkmoors-npa.gov.uk.

For projects in Ryedale (outside of the National Park but with the AONB and north of the River Derwent) contact Emma Woodland on 01439 770657 or email emma.woodland@ryedale.gov.uk

For East Cleveland it is advisable to register your interest with Vicky Haire on 01287 625326 or email vicky.haire@groundwork.org.uk.

Parish / Community Caretaker Scheme

A second and final round for Parish and Community Caretaker applications is open, with a closing date of 17th September. The scheme is open to parishes working individually or in a cluster. Parishes are encouraged to look at the information available on our website – <http://www.moorscoastandhills.org.uk/parish-caretaker-scheme/> or contact us directly on 01439 770657 or email leader@northyorkmoors-npa.gov.uk.

The scheme can offer 75% of a project costs in year one up to a maximum of £4,500, 50% in year two and 25% in year 3. The aim is to get Parish Councils fully funding the scheme after three years either through the precept or additional fund raising.

7. Closing Remarks

Malcolm Bowes closed the afternoon by thanking all projects for attending and for producing such fantastic displays, and the village hall for their catering and hospitality.

All the information gathered as a result of the event will be circulated within the next two weeks.