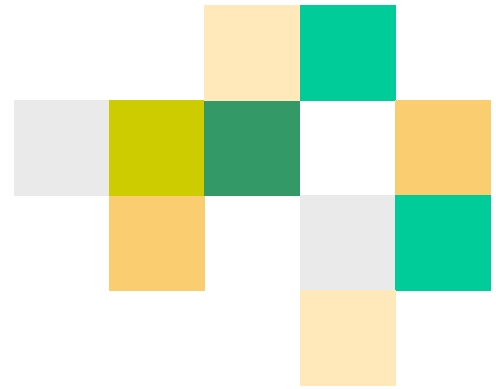


**North York Moors, Coast & Hills
27th January, 2009 LAG Workshop**



Workshop aim:

- 1) To focus LAG members on the 12 key priorities from the LDS and;**
- 2) Engage the LAG in guiding the Executive in the development of criteria and priorities to be applied in the judgement of applications for LEADER funds**

To guide the Executive in its decision making on projects you will be given two of the following questions and asked to pick one extra. Discuss them briefly in your group. Put your main points down on a post it and stick them on the relevant large sheets of paper that you will see around the room. Afterwards you will be asked to feed back to the wider group.

- 1) If a project hits more than one of the 12 priorities should it score more?**
- 2) Do you think a project that reaches more people/covers a larger area is of greater priority?**
- 3) How much should the amount of partnership funding in a project make a difference?**
- 4) How do you feel about groups and organisations making more than one application to LEADER?**
- 5) What balance should be achieved between short (up to 1 year) and long term (2-3 year) projects?**
- 6) To what extent should projects that reach missing target groups be a priority? (defined in the LDS as people up to 34 yrs, women, under-employed, migrant workers, people over 65 yrs, the business community, farmers and land based enterprises)**
- 7) Should the level of local community support for a project be taken into account? How could this be measured?**

The information you provide will be typed up and provided to the Executive for their first meeting on the 13th February. This will help in the practical task of establishing a funding application process, application forms and approval criteria for LEADER funding.

The twelve recommended priorities for the North York Moors, Coast & Hills LEADER area are:

Basic Services for the economy and rural population

1. Retention and improvement of local services. Innovation in provision, operation and sustainability of local services and facilities with scope for a social and community enterprise approach. There is a need to add value and build on existing services to help deliver new ones, through multifunctional projects.
2. Support for development and improvement of transport infrastructure serving rural communities, support for community and small-scale transport schemes based upon local needs.
3. Support for skills provision, vocational training, rural apprentice schemes and development of skills programmes for young people, that link across the measures to Heritage and Sustainable Farming, training in rural heritage skills, traditional crafts and countryside management.
4. Support for community initiatives towards reducing carbon resource demand, for example, local recycling initiatives, and community energy projects.
5. Support for local development of small-scale recreational infrastructure and community sport, such as play facilities, provision for young people.

Village renewal and development

6. Schemes and initiatives to enhance local village environment, strengthen, and generate community cohesion through natural landscape assets, such as removal of litter, parish caretakers, circular village walks, village events, dual use of community buildings, community led plans.
7. Support for capacity building within communities, in order to better achieve innovative service retention, facility provision and economic development. This encompasses provision of skills training and skills progression and improves the ability of communities to take action.

Conservation and upgrading of the rural heritage, environment and recreational activities

8. Improvement and diversification of range of recreational provision, both infrastructures such as trails, route development, rights of way, cycling routes and better facilities.
9. Branding and marketing for the area increasing identity and “sense of place” developing and marketing local produce/products, innovation in local market potential, increase awareness of Product miles. Diversification to strengthen economy based upon environmental, cultural and heritage assets.
10. Support for development of eco-tourism and heritage packages that have maximum value to local economy and minimum negative impact.
11. Raise access, awareness, interpretation, appreciation and maintenance of local heritage and culture, scheduled ancient monuments and industrial, mining and fishing heritage. This generates local pride and increases tourism potential.
12. Increase the understanding of the working landscape. Cross linking to Basic Services with protecting of traditional skills. Support for local projects in conservation and upgrading of rural heritage. Support for celebration and promotion of local heritage.