



“Essex Coast and Rivers”

LEADER Local Development Strategy,
2008-13

Presentation to Paul Warren, Chief Executive,
Rochford DC

07/02/08

What is LEADER?

- An approach to delivering the Rural Development Programme England which:
 - “will safeguard and enhance our rural environment and .. foster competitive and sustainable businesses and thriving rural communities.”
 - is a long-term (6 year) local economic development programme
 - is community-based, “bottom up”, providing opportunities to identify needs and devise appropriate, sustainable solutions
 - must be multi-area and partnership-led
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Guidance/constraints

- A local partnership plays the key role in defining local needs and then selecting and overseeing the solutions to address them.
- Each Leader partnership is structured as a Local Action Group (LAG), which is responsible for developing and implementing a Local Development Strategy (LDS).
- Each LAG must demonstrate clearly how its LDS supports the regional priorities identified in the Regional Implementation Plan for RDPE and other regional plans such as the Regional Economic Strategy.
- Leader partnerships must operate in a defined geographic area with a maximum population of 150,000. This area must be sufficiently coherent in terms of its landscape, economic and social needs that locally developed solutions can have a meaningful impact across the area.
- Acceptance as a Leader partnership is competitive at the regional level, and therefore only the best bids will receive funding.

LEADER emphasizes on Regional themes and priorities

- Business efficiency
 - New markets and products
 - New businesses and enterprises in the rural economy
 - Resource protection
 - Conservation of the natural, built and historic environment
 - Access and recreation
 - Rural community capacity
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How does LEADER delivery work?

- Local partnership (Local Action Group) forms to define local needs and how RDPE can address them
 - LAG develops a 6 year Local Development Strategy (LDS)
 - Open competition to select best Leader partnerships
 - Leader partnership works in a defined area with a population not exceeding 150,000
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Competitive selection

- 2 stage process:
 - 1) Expressions of interest invited by 10th December 2007
 - 2) Feedback to prospective LAGs given by 14th Jan – best partnerships invited to develop and submit full Local Development Strategies by 14th March 2008
 - Technical appraisal completed before Regional Panel makes final selection
 - Successful LAGs notified by mid-May 2008
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The vision and focus

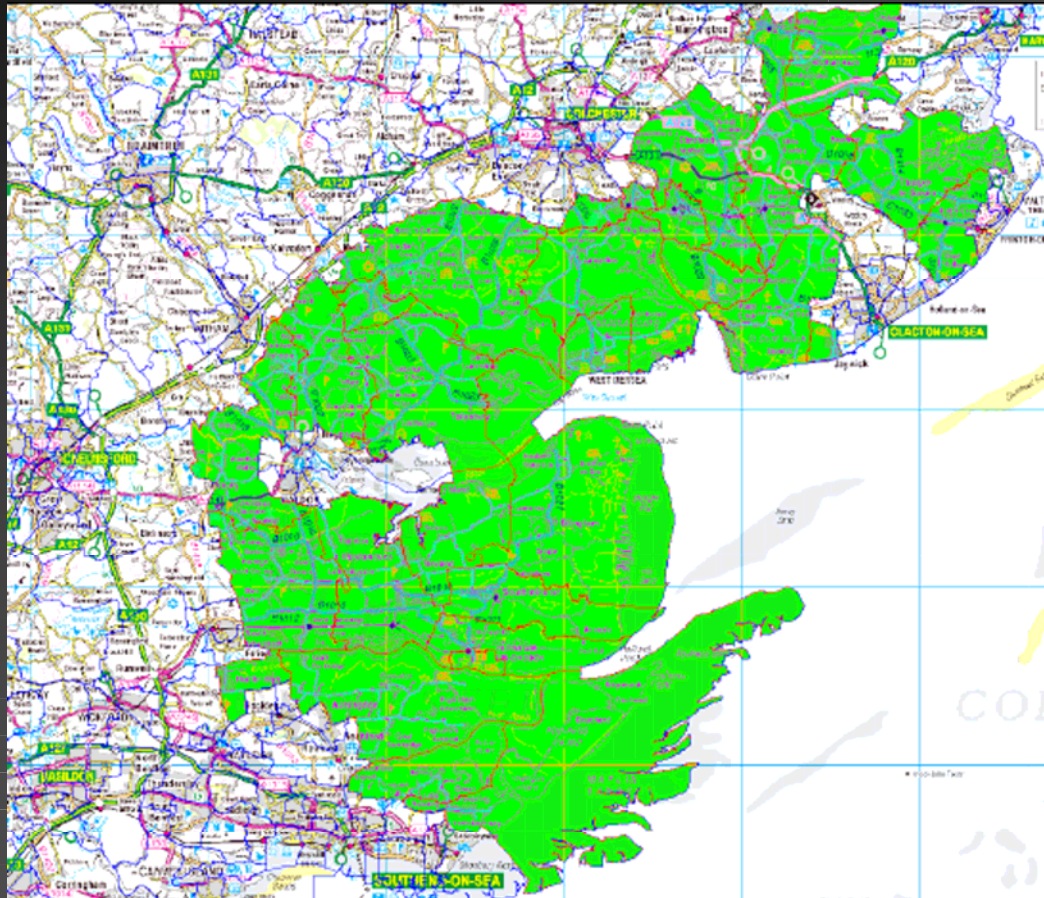


- Interdependencies
 - Communities
 - Prosperity
 - Environment & heritage
 - Diversity
 - Identity
 - Dynamic
 - Sustainable development
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Where are we now?

- Selected to develop our LDS
 - Obtained £5K grant from EEDA to assist Strategy development
 - Commissioning:
 - primary and secondary research
 - website
 - key partner development meetings
 - Beginning to draft the LDS
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The Northeast Essex LEADER project area (rural wards)



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Key themes we will deliver on...

- Create rural enterprise hubs.
 - Grants and loans for key small business investments
 - Supporting the creation of new markets and new products within the food, forestry and non-food crop sectors.
 - Local food for local communities
 - Develop Eco-tourism in the area.
 - Developing alternative cropping ideas and diversification of rural business into non agricultural business
 - Improve rural broadband and develop a network of digital pubs
 - Introduce a Rural Shops grant scheme.
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... and supporting themes we will address

- Flood management on the seaward fringe: manage earth seawalls in an economic zone of biodiversity
 - Maintaining existing environmental assets in good condition
 - Redevelop existing, unused, agricultural buildings.
 - Maintaining existing environmental assets in good condition
 - Encourage the use of alternatives to single-occupancy car-use or introduce a 'green lane' infrastructure
 - Green Travel Planning
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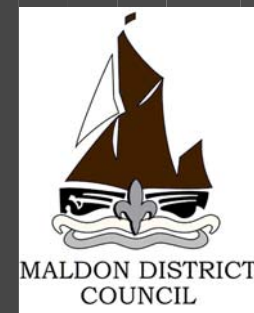
What will our LEADER bid mean?

- A “step-change” in rural social and economic development for “Maritime Essex” over 2008-13
 - Strategic direction across rural and coastal activity in 4 local authority areas
 - Significant additional funding - £4 million grant matched by £4 million private sector investment
 - A mechanism for leveraging further funding by the LAG and individual partners
 - A robust cross-sectoral and community-led partnership
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Local Area Group Partnership

- Administration to be based in RCCE
 - Steering group comprises:
 - Businesses – land-based; maritime; tourism; B2B; retail
 - Social enterprises and voluntary sector
 - Communities
 - Public sector
 - Formalising as an unincorporated association
 - Financially accountable body to be CBC
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Key partners....



What can Rochford do to support the Essex LEADER bid?

- Raise awareness of LEADER within the Authority and among partners
 - Offer a letter of support for the LDS
 - Nominate a liaison officer
 - Identify projects and partners which can inform the LDS
 - Identify partner resources which can be aligned with the LDS
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Thank you for listening

We welcome your questions.

