

DRAFT

**PLANNED LOCAL
DEVELOPMENT
STRATEGY 2007 -2013**

The Area

The Area

This Strategy covers the whole of the county of Pembrokeshire, including those areas brought into Pembrokeshire from Carmarthenshire and Ceredigion as a result of boundary reviews from 1 April 2003.

The local authority for the whole of the proposed area is Pembrokeshire County Council, based at County Hall, Haverfordwest, Pembrokeshire SA61 1TP. The area also encompasses the whole of the Pembrokeshire Coast National Park, for which the relevant public authority is the Pembrokeshire Coast National Park Authority, based at Llanion Park, Pembroke Dock, SA72 6DY.

79 city, town and community councils provide other local government services.

Up until March 2006, the area fell within the Welsh Development Agency (WDA) South West Division, National Council Education Learning Wales (ELWa) South West Wales and Countryside Council for Wales (CCW) Pembrokeshire areas. From April 2006 the WDA and ELWa have been replaced by the Department for Enterprise, Innovation and Networks (DEIN) and the Department for Education, Lifelong Learning and Skills respectively.

The Milford Haven Port Authority has some statutory and regulatory powers relating to the Milford Haven Waterway.

Health services in the area are administered by the Pembrokeshire Local Health Board (from April 2003) and provided by the Pembrokeshire and Derwen NHS Trust.

Police services in the area are provided by the Dyfed Powys Police Authority and fire services by the Mid and West Wales Fire Brigade.

The South West Area of the Environment Agency Wales covers Pembrokeshire.

The area falls within the Jobcentre Plus West Wales District.

The Office for National Statistics defines Pembrokeshire as a “traditional rural coast” within the Coasts and Services family (LEADER+ draft SPD, April 2001, pp 19-20). The area initiative is also defined as a rural area for the purposes of Priority 5 of the West Wales and the Valleys Objective 1 programme. The population density area is 49.4 people/km².

The area includes The oil and LNG port of Milford Haven, The Ferry port of Pembroke Dock, Haverfordwest, the main administrative town of Pembrokeshire, and smaller towns such as Neyland (population 3,190), Narberth (2,130), Fishguard (3,320), Goodwick (1,970), Pembroke (7,470), and Tenby (5,150) as well as the City of St David’s (1,460). To a greater or lesser extent, all these settlements act as a focus for, and provide services to, the rural areas that surround them. They provide an essential component of the rural economy in Pembrokeshire, and cannot be excluded from a meaningful initiative seeking to address rural issues. This is particularly true of Pembroke, the largest of the towns included in the proposed area. Pembroke provides an entrance to the Angle peninsula and its population reflects its historical

importance as a strategic gateway, as well as its current economic role in servicing a large rural area.

Pembrokeshire is characterised by a high quality environment, whether one considers the landscape of the Pembrokeshire Coast National Park, which covers 38.6% of the land area of Pembrokeshire, the historic environment, including nine registered landscapes of historic interest, or the built environment (e.g. Tenby). The County has 6% of the total land area within 74 SSSI's, with and the only marine nature reserve in Wales. Pembrokeshire is also known for its natural history, but as the Local Biodiversity Action Plan, the Local Environment Agency Plan and the National Park Management Plan make plain, there is scope for action throughout the county to safeguard and enhance this heritage.

Whilst Pembrokeshire is often described in terms of its linguistic and cultural contrasts between the north and south of the county, it is a coherent area geographically, socially and economically. Pembrokeshire is known as the "Premier County", to commemorate its place as the oldest of Welsh counties. No part of the county is more than 25 kilometres from the coast, and thus the whole county can legitimately be described as a coastal zone. This geography pervades Pembrokeshire's economic and social development, whether that be in terms of the importance of maritime industries or the mixture of Welsh, Irish, Norman and Flemish influences found in Pembrokeshire.

The whole of the area has suffered historically from the economic problems surrounding a weak and narrow economic base that has offered little resilience to structural change in the industries on which the county has depended for its employment and wealth. The impact of economic decline in the defence, oil, power generation, agriculture and fishing sectors has been significant, and is illustrated by the County's historically high relative unemployment rates (7.5% overall Jan 2003) low per capita GDP (66% of EU average), and Objective 1 status. However, there has been a rapid decrease in unemployment in the county with prospects for a period of economic growth as a result of LNG importation, power station construction, Bluestone and marine leisure developments, (these projects are initially construction projects and it is not yet known how many permanent jobs will be created), as well as the result of Objective 1 funded projects to address structural problems. The impact of these developments on the local labour market, housing demand, public services (e.g. demand for schools, hospitals and the police service) and transport has been recognised and is an important imperative for the Wales Spatial Plan groups for Pembrokeshire Haven. It is clear that if Pembrokeshire is to see an ongoing benefit from these developments, any strategic planning put in place will have to ensure a 'soft landing' from this relatively short period of growth and avoid a 'boom and bust' type scenario, as seen in the period post construction of the refineries in the 1960s,

Social problems facing Pembrokeshire include an increasingly bi-polar age structure with a large elderly and youth population, but fewer in the middle age bands. In general, health is better than Welsh averages, but the ward of Pembroke Monkton demonstrates high levels of both deprivation and poor health. The new Index of Multiple Deprivation confirms the deprivation of communities in Pembroke Monkton and parts of Pembroke Dock, Milford Haven and Haverfordwest. In terms of rural communities the 'Geographical Access to Services' Index shows a large number of

Pembrokeshire's communities have limited access to a food shop, public library, GP surgery, leisure centre, primary school, NHS dentist, post office and secondary school. Members of Maenclochog, Amroth, Martletwy, Wiston and Llanrhian wards are identified as having to travel the furthest distance to obtain these services.

Research by the Joseph Rowntree Foundation ("Monitoring Poverty and Social Exclusion in Wales 2005")¹ scored the 22 local authority areas in Wales against a range of indicators of poverty and social exclusion. Pembrokeshire was assessed as the most deprived local authority area in Wales in two regards: low pay and tax credits. Other poor scores were in the presence of central heating in residential properties (5th worst), working-age poverty (7th worst – the more poorly performing all being largely urban areas in the Valleys or Swansea), child poverty (9th worst). Pembrokeshire was also 11th worst for childcare places, limiting long-standing illness and premature death.

The problems of Pembrokeshire's rural areas need to be addressed in a coherent manner. Inherent handicaps to the economic and social development of rural areas from poor communications and services, and the crises in agriculture have increasingly marginalized these areas. Many rural businesses are heavily dependent on the farming sector, which is particularly vulnerable to external factors (e.g. political decisions on subsidies, price fluctuations and trade disputes). There remains an uncertain climate for agricultural businesses characterised by depressed agricultural incomes and increasing debts. These are having an effect on the countryside itself, with an accelerating structural change towards consolidation of farm holdings and part time farming. Social consequences include a worsening age profile, migration and (in Welsh speaking areas) pressure on the Welsh language and culture.

The out migration of young people has historically been at a high level and the migration of substantial numbers of older people places a great strain on the public services of the County, the culture and traditional community values. Economic activity rates for females in Pembrokeshire are now on a par with the Welsh average (72.1% compared to 71.2 %). This continues to reflect the lack of affordable childcare provision and lower female wages acting as a disincentive to work. Despite the presence of equalities legislation it remains clear that in the Welsh economy certain types of jobs are more likely to be carried out by one gender than the other. The evidence is that female skills are less highly rewarded in the economy than male skills and this implies that the labour market is not operating effectively or equitably. There is scope for raising the county's economic activity rates through action targeted to bring women into the labour market.

The Strategic Context

The Strategic Context

Wales

Many strategic documents emanating from the Welsh Assembly Government address three key inter-related themes, Sustainable Development, Community Regeneration and Entrepreneurship. At the local level it is essential that they are closely integrated and that the development process should be a seamless one. Without community regeneration, increased entrepreneurship, and a commitment to environmental enhancement and biodiversity, sustainable long-term development will not be achieved. To undertake this process requires the skills and expertise of a locally based organisation with a proven track record in promoting and supporting locally integrated development.

Wales: A Vibrant Economy

The Welsh assembly Government's Strategic Framework for Economic Development states: *"the approach for realising this vision is built around Wales' core strengths:strong communities; a stunning natural environment; and an exceptional quality of life."*

'Starting to live Differently'

Using the individual strengths and distinctiveness of the different parts of Wales to diversify the economy for competitive, social and environmental advantage" is a priority area identified in the Welsh Assembly Government's 'Starting to live Differently' - the Consultation on the Review of the Sustainable Development Scheme. The document highlights that the Welsh Assembly Government, "will take social, economic and environmental issues into account in everything that we do. We will integrate the principles of sustainable development into our work and seek to influence others to do the same".

Rural Development Plan

The Welsh Assembly Government co-ordinated Rural Development Plan highlights the role of mature LEADER groups in strengthening communities, *"Success will depend on the creation and development of vibrant resourceful and enterprising communities... (We must) empower communities to lead their own local development and to regenerate their areas in a sustainable manner... Measures will need to build on successful models such as LEADER groups..."*

WAG Wales Spatial Plan

"People, Places, Futures, The Wales Spatial Plan" highlights the need to encourage the development of strong communities. "We will promote solutions that leave room for local distinctiveness; and we will continue to support directly small-scale initiatives that contribute to environmental, social and economic improvements – and to a sense of community identity- at the local level".

The document identifies that programmes such as Rural Community Action will take this work forward.

In its vision for Pembrokeshire the WAG document highlights "Strengthening rural communities through Rural Community Action and the wider rural activities supported by the new E.U. Rural Development Regulation are National actions particularly relevant to the area.

Beecham Report

The report makes numerous suggestions for more effective working between the public sector, the voluntary and local people. *“Our fundamental conclusion is that Wales has a marvellous opportunity, emanating in part from its traditions and in part from its scale, to lead the way in what we call ”small country governance”, achieving for, but also with, its people excellent responsive, accountable citizen-centred services in a way that its larger neighbours may find it difficult. Wales must, of course, like any other country, be prepared to learn from the experience of others in the UK or wider world, but we believe it will have much to share, too”*

“Every aspect of the system-culture, behaviours, business process, performance management, finance, audit and inspection systems- must fit with the vision of improvement driven by local pride and ambition, with effective proportionate challenge. The structure and processes of each sector, from top to bottom and from bottom to top, must be designed to form part of a coherent whole, which supports integrated, citizen-centred policy and delivery”

Objective 1 Strategy

This strategy (SPD) adopts a strong commitment to a ‘bottom-up’ developmental approach: *“A bottom up approach is the key to sustainable economic, social and environmental regeneration and renewal, one which recognises the need for communities to be supported and facilitated in the process”.*

EU Convergence Funds 2007-13

WAG proposals for Priority 3: Building Sustainable Communities will focus on *“tackling deprivation and improving local economies in an integrated way...bringing together physical regeneration with community economic development.”*

Community Economic Regeneration

WAG’s Community Economic Regeneration Policy recognises: *“the potential for collaborative action, involving the public, private and third sectors, to stimulate local confidence, enterprise and economic prosperity.”*

Its new Community Regeneration Toolkit is designed to stimulate and support community action from which economic initiatives can grow from the local level to meet the needs and opportunities identified by local communities. It recognises that *”SPARCis an example of a holistic approach to development encompassing economic, social, environmental, community and cultural objectives”.*

Entrepreneurship Action Plan

One of its six key actions is to: *“Stimulate entrepreneurial behaviour within local communities throughout Wales, encouraging participation from all parts of society”.*

WAG Social Enterprise Strategy for Wales

A key aim of this strategy is the *“creation of an environment that encourages new social enterprises and capitalises on opportunities for growth.”*

Communities First

This key strategic policy initiative by the National Assembly *“is designed to enable communities to pursue sustainable development and tackle social disadvantage locally in the ways that best meet their particular needs...”*

It takes the view that *“... a concentration of effort is needed over a significant period (to achieve) lasting and sustainable change in the economic and social patterns which influence communities’ well-being”*.

Iaith Pawb

A National Action Plan for Bilingual Wales, which highlights a key aim of: *‘ensuring that the language is an integral part of a Welsh speaking community’s regeneration’*

LEADER+

The aims of the LEADER+ programme are *to ‘pilot innovative approaches to rural development which will contribute to more sustainable society, economy and environment for rural Wales’*

Wales: a better country

WAG states: *“...action in our built and natural environment that enhances pride in the community... We seek to value and improve the biodiversity and quality of our environment, not only for its own sake, but also as an essential part of delivering a sustainable future for local economies and communities.”*

Towards a Common Vision

This statement by Countryside Council for Wales promotes community participation in the environment

Environment Wales Initiative

The delivery of a range of key objectives, particularly the promotion of sustainable development, creation of active communities and development of partnership working

WAG – Achieving our Potential

A key objective is to *‘embrace a sustainable approach to tourism development, which benefits society, involves local communities and enhances Wales’ unique environmental and cultural assets’*

INTERREG IIIA

Priority 1 Measure² of this programme seeks to promote the economic and social well being of rural communities.

Pembrokeshire

The Local Strategy of the Pembrokeshire Partnership Management Board

Has as a strategic objective for Objective 1:-

“Strategic Objective A: Developing Vibrant Communities

There are three Sub-Priorities under this strategic Objective:

- *Developing an Enterprising Culture and Regenerating Communities*
- *Encouraging Participation in Community Life*
- *Improving Community Safety Initiatives*

In this sense, ‘communities’ refers to both geographic communities and communities of interest.

Project proposals under this Strategic Objective will be expected to complement the work of the public sector and that of existing voluntary sector and community groups active in the communities involved, and complement LEADER+ Rural Community Action and Communities First. Most importantly initiatives must have the support of the targeted communities themselves.”

The Community Plan for Pembrokeshire

Priority A includes:

“Developing Vibrant Communities”.

“Developing an Enterprising Culture and Regenerating Communities – Our long term aims are to:

- *Improve satisfaction with community life*
- *Encourage the provision and sustainable use of community resources”*

“Encouraging Participation in Community Life – Our long term aims are to:

- *Encourage the development of representative, integrated groups within communities”.*

Pembrokeshire Haven Spatial Planning Group

The long term vision for the Pembrokeshire Haven spatial plan area is:

“Strong communities supported by a sustainable economy based on the areas’ unique environment, maritime access and tourism opportunities.”

The Pembrokeshire Bio-Diversity Partnership

The partnership has as an aim to:-

Raise public awareness and involvement in the LBAP process by:

- *promoting active participation in action for biodiversity within local communities.*

Rural Development Plan for Pembrokeshire

While much has yet to be agreed with regard to the RDP for Pembrokeshire proposals 2007-13, the partnerships that will take the lead on axes 3 and 4 have been agreed in principle. A new partnership ‘Pembrokeshire Advance’ has been established and will produce a local Development Strategy. The Partnership has selected PLANED as the Local Action Group for axis 4.

Partnership, Local Participation in Development

Local Development Strategy

PLANED's aim is to engage local people in Pembrokeshire in improving their quality of life - culturally, socially, environmentally and economically.

PLANED will continue to implement a number of interrelated strategies which taken together promote sustainable living: -

- Supporting local community activities to improve their quality of life
- Sense of Place/Valuing the environment
- Developing a community culture of entrepreneurship
- Encouraging local enterprise
- Developing sustainable tourism
- Supporting sustainable agriculture

PLANED's process of engagement will continue to ensure a very wide-ranging involvement in the development of strategies and projects, with local people, area enterprise groups, and specialist partners feeding into the process.

Local Private Public Partnership

The **PLANED (Pembrokeshire Local Action Network for Enterprise and Development)** partnership, has over 15 years experience of community engagement in local development. It was established in 2001 and has evolved from SPARC (South Pembrokeshire Partnership for Action with Rural Communities) 1991-2001. The organisation was a successful LEADER1 and LEADER 2 group. It is working throughout Pembrokeshire, building on local community led approach in which communities, public sector and voluntary partners and special interest groups come together to undertake locally integrated development.

PLANED will continue to be a Community led partnership, a charity and a company limited by guarantee, its Board members consist of 50% community sector representatives. The remainder comprises special interest groups; Tourism, Business and Farming interests and the Public Sector. The Countryside Council for Wales (CCW) and Pembrokeshire Association for Voluntary Services (PAVS) are observers.

PLANED aims to play a vital role in empowering and enabling local communities to be full and equal partners in the development of their area through the EU programmes, and Welsh Assembly Government (WAG) initiatives, including Rural Community Action (RCA) and the Community Facilities and Activities programme.

Bottom-up, Inclusive Approach

Facilitating community participation in an integrated approach to local development will remain the objective of the PLANED partnership. PLANED, with its participative structure encourages the involvement of all local people and organisations to work together to improve the quality of life in their community. An important part of the process is the development of Community Forums and Community Action Plans. All communities are encouraged to establish Community Forums, open to all local organisations and individuals. The communities identify local needs, opportunities, and priorities, which are set out in Community Action Plans to be implemented by the forums.

The two sub-boards - **Community Development and Enterprising Communities** - will encourage greater member involvement. A pan Pembrokeshire Community Forum will ensure even greater community participation and networking.

Area Development and Special Interest Groups will continue to look at ways in which local people can contribute to improving their local economies e.g. Business Groups, Pembrokeshire Growers, Energy Savers, North Pembrokeshire Tourism Initiative. The New Economics Foundation “Plugging the Leaks” process assists in this process.

Multi-sectoral Design and Implementation Principles

PLANED’s aim will continue to be to engage local people in Pembrokeshire in improving their quality of life. This will be achieved through delivering locally tailored initiatives, which build on existing community strengths and empower local people, to engage in the sustainable development of their area - spanning social, cultural, heritage and environmental activities, community based sustainable tourism, agricultural support and enterprise development.

A key objective remains to enable people to participate in national, regional and local strategies through which they can influence the development and delivery of strategies which impinge on their quality of life.

**CONTINUITY –
MOVING FROM
2006 -2013**

The EU and UK funded projects that PLANED currently manages include the EU Objective 1, Welsh Assembly Government (WAG), Countryside Council for Wales (CCW) and the Carnegie Trust funded “Shaping our Futures” initiative, the EU and WAG LEADER + funded ‘Creating a Culture of Entrepreneurship’ initiative and the WAG funded Rural Community Action (RCA). Through these projects a wide range of capacity building and training activities will continue to be undertaken to give local people the confidence to become more entrepreneurial socially, economically and environmentally, are underpinning all of the organisation’s activities.

PLANED will continue to seek funding from EU, WAG and relevant UK sources such as lottery and charitable sources. The aim is to continue to support active partnership between local communities and all of the organisations whose roles and activities impinge on sustainable community development

Projects which are on-going until 2008 and which will support the seamless transition from PLANED’s 2003 -2007 strategy to its 2007 -2013 strategy are:-

- **Community Support**
 - Shaping our Futures– Community Action for Sustainable Living
 - Sense of Place
 - Valuing the Environment
 - Rural Community Action
 - Community Enterprise Support

- **Creating a Culture of Entrepreneurship/LEADER +**
 - Business Group Support
 - Energy & Recycling
 - Festivals and Events
 - Festivals and Events Action 2 Pan Wales project
 - Heritage Niche Tourism / Sense of Place

- **Agriculture Support**
 - Farming Connect
 - Sustainable Agriculture Network
 - Pembrokeshire Growers Association,
 - Agricultural Shows

- **Strategic Recycling Scheme**

- **Social Enterprise Development**

- **Co-operation/Transnational Projects**
 - Festivals and Events Action 2 Pan Wales project
 - Developing a Community Enterprise Culture
 - Linking Heritage & Culture to the Development of Tourism
 - EU Article 6 - Sustainable Agriculture

Implement Innovative Approaches and Transfer of Good Practice

A wider aim of PLANED will continue to be to provide a 'best practice' example of involving local people in the sustainable development of their communities, thus assisting Welsh Assembly and key agency policy development.

PLANED piloted the now well established "Greenways" project. It was the first group in Wales to implement "greening your business" training for B&B's, and develop walking holidays linked to luggage transfer utilising public transport. PLANED pioneered encouraging local people to undertake Action Planning workshops to develop Local Action Plans that could feed into LEADER and other local strategies and enable local people to be full partners in the development of their community.

PLANED will continue to be in the forefront of supporting local communities to be active and enterprising by working with nationally recognised organisations who seek to identify new and effective ways of facilitating community participation and enterprise. Funding has been achieved from the Carnegie Trust for two projects:-

- Working with partners with expertise e.g. New Economics Foundation, Countryside Council for Wales, with funding from the Carnegie Foundation, PLANED is piloting a new community engagement tool that helps increase local people's awareness of and ability to make sustainable living choices and develop local solutions to shape their community's long-term future. Communities will be supported to implement projects that could make a long-term difference to their quality of life.
- Identifying how local people can play a greater role in planning for their futures

The New Economics Foundation is involved in both projects and PLANED's long term partner Ballyhoura Development in Eire is a partner in the second.

Develop the Networking of Local Partners/Partnerships

Key partners will continue to be organisations that are active in community development and capacity building in Pembrokeshire and which already have a close working relationship with each other either on individual initiatives, or through membership of the **Pembrokeshire Advance Partnership**, CPLC, and PPMB and PLANED's board and sub-boards.

PLANED will work hard to ensure that specialist staff of partner organisations such as Pembrokeshire County Council, Pembrokeshire Coast National Park Authority, the Countryside Council for Wales, the Welsh Assembly Government, Pembrokeshire College, will more involved in playing key roles in developing and supporting special interest activities.

PLANED is the managing partner, provides secretarial support or is a key partner in a number of key partnerships that underpin the implementation of its strategy

- A pan **Pembrokeshire Community Forum** by PLANED has been established to ensure even greater community participation and networking.

- The key objective of **Pembrokeshire Rural Community Action** is to provide a framework and Action Plan under the overarching theme of Sustainable Communities. PLANED is the managing partner. RCA provides the opportunities for the organisations involved in rural community regeneration to work together to provide complementary support. The delivery partners are PLANED, Pembrokeshire Association of Voluntary Services (PAVS) and the Princes Trust.
- The **Pembrokeshire Enterprise Network (PEN)** established by PLANED, consists of local and regional organisations that are involved or interested in supporting enterprise activity in Pembrokeshire, with the aim of making more effective the support for entrepreneurship development in the County.
- **Pembrokeshire Social Economy Network**
Under the auspices of PEN a social enterprise network to bring together social economy practitioners with key support bodies has been established. Three conferences/workshops have been run.
 - PLANED, PAVS and PBI have established a partnership with Objective 1 funding offering a specialist business development service to Social and Community Enterprises in Pembrokeshire.
- **Strategic Recycling Scheme Partnership**
Pembrokeshire County Council is the lead partner. The partnership brings together PCC, PLANED, FRAME, Pembrokeshire Machinery Ring, Pembrokeshire Real Nappy Network, Milford Haven Plus and Fishguard Rotters

PLANED also has established /helped establish and co-ordinate a number of **special interest networks**

- Festivals and Events Network
- Sustainable Agriculture Network
- Pembrokeshire Growers
- Agricultural Shows Network
- Green Tourism Network
- Sense of Place Network

Co-ordinating community engagement in an integrated approach to local development, ensuring community participation in the management of local strategies will continue to be the role of PLANED. PLANED has been selected as the Local Action Group by the new partnership “Pembrokeshire Advance”, established to oversee the development of a Rural Development Plan Axis 3 and 4 strategy for Pembrokeshire.

New Initiatives Including The Rural Development Plan

Rural Development Plan Axis 4 proposal - *The Pembrokeshire Local Enterprise Journey*

Background

The E.U. Context

The Community Strategic Guideline for Rural Development 3.4 Building Capacity for Local Employment and Diversification states

“The resources devoted to axis 4 (Leader) should contribute to the priorities of axes 1 and 2, and particularly of 3, but also play an important role in the horizontal priority of improving governance and mobilising the endogenous development potential of rural areas.”

The Community Strategic Guidelines for axis 4 priorities state:

“Use the Leader approach for introducing innovation in axis 1, 2, and 3

- better governance at the local level
- endogenous development (local resources for growth and jobs)

Key actions: Local capacity building, public private partnerships, networking and co-operation, mutually supportive actions between agriculture, the environment and the wider rural economy and population, sustainability”

The EU toolbox for axis 4 (Leader) sets down:

“7 distinct features+ support for LAG’s

- Area based local strategies
- Public-private partnerships (local action groups)
- Bottom up approach
- Multi sectoral and integrated
- Innovative
- Co-operation
- Networking”

Finally the guidelines argue that “Support under axis 4 offers the possibility, in the context of a community led local development strategy building on local needs and strengths, to combine all three objectives – competitiveness, environment and quality of life diversification. Integrated approaches involving farmers, foresters and other rural actors can safeguard and enhance the local natural and cultural heritage, raise environmental awareness and invest in and promote speciality products, tourism and renewable resources and energy.”

The Welsh Assembly Government Context

The Rural Development Plan for Wales 2007-2013 Consultation Draft sets out the WAG guidelines

“Axis 4

- Sets out the Leader methodology rather than specific areas of activity.
- This is (a) the use of area-based local development strategies; (b) public-private implementation partnerships (Local Action Groups); (c) bottom-up approach; (d) multi-sectoral design and implementation of the strategy; (e) innovative approaches; (f) co-operation projects; (g) networking of partnerships.

- Specifically supports the implementation of local development strategies, implementation of co-operation projects, operating the Local Action Group, skills acquisition, animation”

“Axis 4 –Measures being implemented

- 5.3.4.1 Local development strategies
- 5.3.4.2 Inter-territorial and trans-national cooperation
- 5.3.4.3 Running the local action group”

“Leader Local Action Groups (LAGs)

- Specifically responsible for the implementation of Axis 4 activities
- Can also deliver some or all of the activities under Axis 3 (this principle could be extended to Axes 1 and 2 as well where appropriate).
- Due regard should be given to maximising the potential benefits of drawing upon existing experience and expertise when constituting the LAG.
- LAGs will require funding for central running costs and there is provision for up to 20% of the total public expenditure of the Axis 4 LDS to be allocated for this purpose.
- It is intended that this amount will be awarded at the approval of a LAG and that the award will be made for the life of the RDP, subject to regular review.
- Bids for LAG status must contain details of individuals responsible for the day to day operation of the LAG including full details of administrative activities, costs, job descriptions, person specifications and salaries (pro-rata is permissible as such key staff may also be expected to execute similar duties paid for by other funding streams) and related on-costs.

Constitution

- To qualify for consideration under Axis 4, a group must meet the requirements of Article 61 of 1698/2005, namely:
 - Have an area-based local development strategy intended for a well-identified sub-regional rural territory;
 - Be a local public-private partnership;
 - Utilise a bottom-up, inclusive approach;
 - Operate through multi-sectoral design and implementation principles based on the interaction between actors and projects of different sectors of the local economy;
 - Implement innovative approaches;
 - Implement co-operation projects; and
 - Develop the networking of local partners / partnerships.
- The LAG must also :
 - Propose an integrated local development strategy based at least on the elements set out above;
 - Consist of either a group already qualified for the LEADER II or LEADER+ initiatives, or according to the Leader approach, or be a new group representing partners from various locally based socio-economic sectors in the area concerned;
 - At the decision making level, the economic and social partners, as well as other representatives of the civil society must make up at least 50% of the partnership;
 - Show an ability to define and implement a development strategy for the area;

Proposals for Pembrokeshire

Pembrokeshire has benefited from Leader projects since 1991. SPARC, the predecessor of PLANED managed Leader 1 and Leader 2 in South Pembrokeshire and. Menter Preseli managed Leader 2 in North Pembrokeshire. PLANED currently manages Leader + throughout Pembrokeshire. Closely linked to Leader is the WAG Rural Community Action programme, which PLANED co-ordinates and a number of activities, piloted under or closely linked to the Leader process, are currently being delivered by PLANED through Objective 1, utilising Leader methodology and thus contributing to the Pembrokeshire Objective 1 Local Strategy.

Key Priority Action

In the light of all of the above it is clear that PLANED, its partners and the Partnership in developing the LAG strategy proposals should demonstrate a greater depth of understanding and application than would be the case with an area that had not had such experience of Leader. One to one discussions have been held with a number of current partners and PLANED Board members. As the result of these discussions it is proposed that the Leader programme in Pembrokeshire should be used to underpin the other axis in the Plan as described in the E.U. guidelines. “The resources devoted to axis 4 (Leader) should contribute to the priorities of axes 1 and 2, and particularly of 3, but also play an important role in the horizontal priority of improving governance and mobilising the endogenous development potential of rural areas.” Therefore, the key action proposed is the main integrating action for axis 3.

“Encouraging developments which add value to the human resource, environmental/heritage, local produce and business resources of an area.”

Part of this aim will be to ensure there is close co-ordination and very local delivery of a) National Strategies, with and through key partners, including Rural Community Action and Convergence Funds and also b) The strategies and programmes of key national special interest and research organisations e.g. Plunkett Foundation, which wishes to enhance its presence in rural Wales by piloting activities in Pembrokeshire, and the Prince’s Charities, which are committed to extend their operations in rural areas through committing their relevant skills, programmes and networks to the axis 4 proposals in Pembrokeshire.

Themes

Brainstorming themes with partners included:-

- Delivering National themes at the local level - where Top Down meets Bottom Up – The Rural Revival Journey/The Enterprise Return Journey- - including outreach delivery of services, developing a rural revival resource- accessing Plunkett Foundation and Prince’ Charities research, resources, support.
- Local Community Partnerships/Community Enterprise- Economic Enhancement/training for jobs to meet local needs,
- Integrated Supply Chains- support/development/ market sales end focus. Harnessing Rural Capital –
 - Human Capital
 - Social Capital
 - Infrastructure Capital
 - Natural capital

The Title proposed for the Local Action Plan Strategy is “The Pembrokeshire Local Enterprise Journey”

“An enterprising community can help to build a better future. Developing local resources can strengthen the local economy. The greatest resource of any area is its people, their skills, knowledge, enthusiasm and commitment.”

The Strategy -The Community as the HUB

Both the HEART (social and cultural) and the PULSE (economic and environmental). Concentrating on - 2nd and 3rd tier key settlements.

1. The Heart- Community Action for Sustainable living/ Governance

A) Celebrating Sense of Place, Local Distinctiveness, Valuing the Local Environment, Quality of Life and well being – local participation, active, healthy, community spirited, proud, locally distinct

Active(ity) Centre/s, premises – The school, the hall, church/chapel
Information Centre/s- The Shop/post office/ pub (TIP’s, IT)

- Know your area
- Care for your area
- Enjoy your area
- Celebrate your area
- Enhance your area
- Value your area
- Strengthen your area’s community spirit
- Tell others about your area
- Make the most of your area
- Help the local economy

**SUSTAINABLE
COMMUNITIES**

What external organisations can benefit from helping communities by delivering outreach services through the hubs?

- Health
- Care
- Community learning
- Training
- Business Support
- Waste and recycling
- Community public works
- Banks/Credit Unions

Key Partners

Plunkett Foundation	U.K Princes Charities
Environment Wales	Wales WAG (Agriculture/Social Justice)
CADW	CCW
Cymal	Development Trusts Association
PCC – Learning Pembrokeshire	Pembrokeshire PBI
Highways	Pembrokeshire College
SRS	Health Authority/Police
PAVS	PLANED
Credit Unions	Community organisations

B. Linking Community Planning to Community Plans to local services

Supporting community self help /well being. Action Planning, implementation of the Sustainability Tool, Communities networking and learning from each other

Key Partners

New Economics Foundation	UK Carnegie Trust
CCW	Wales WAG
PCC	Local PAVS
PCNPA	Health and Well-being organisations
PLANED	
Community Councils and Community Forums	

2. The Socio-Economic Hub -Linking Heart to Pulse

Making the Most of Local Capital and Resources, Human, Natural, Historical

Adding value to: Celebrating Sense of Place/local distinctiveness/Valuing the Environment

e.g: Environmental/heritage access/restoration/interpretation/niche tourism.

- St Davids as a heritage restoration skills hub + outreach heritage up-skilling on local heritage sites identified by local communities throughout Pembrokeshire, such as lime kilns
- “Guided” archaeology digs- interpretation
- Making user friendly and accessible technical data on heritage and nature to deepen niche tourism offer
- Developing multi-user routes linked to livery stabling
- Encouraging revival of participation in and performing local cultural activities

Partners

Wales

CCW	CADW
Environment Wales	Cymal
Arts Council	Trac
Prince's Charities e.g Prince's Foundation for the Built Environment	

Pembrokeshire/West Wales

PCC – various departments	Pembrokeshire College
PCNPA	PLANED
West Wales Naturalists	Cambria Archaeology
South West Wales Tourism	Pembrokeshire Tourism
FUW	NFU
CLA	RSPB
Heritage Architects	West Wales Eco Centre
Coastal Forum	Rivers Trust
Environment Agency	Community Organisations
Local history and environmental groups	Local business groups

3 The Economic Hub -The Pulse. Outreach Engagement/Training and Business Support/Signposting to wider area (spokes)

A) Local Delivery- plugging the local skills gaps to meet identified local needs

Identifying local requirements for skills and the gaps to be filled. Utilising, developing community centres/village halls/local venues for training, developing new ways of ensuring local, accessible, part time and flexible training, accreditation and certification. Provide employment opportunities for farming families to remain on the land, rural women, returnees, underemployed, over 60's/early retirees with skills. Encouraging trainees to develop social enterprises. Making it easy for local people to use local labour e.g. The Rural Resource (Bavaria)

Examples of skill gaps

- Handyman/care/repair
- Plumbing
- Electrics
- Baby sitting/Caring – young/infirm/elderly
- Chimney sweep
- Welding
- Small scale construction-heritage and green
- Countryside
- Gardening
- Construction –plant and machinery
- Drivers -HGV and PSV licences

Service Opportunities

- Carers Co-operative
- Agency register for small scale jobs (as per Machinery Ring)
- Role of shop/post office
- Community Banking
- Community Tutors
- Community Transport

Training the Local Trainers

Key Partners

UK

Plunkett Foundation
Princes Charities-Business in the
Community

New Economics Foundation

Wales

WAG(DEIN, DELLS)
CADW

WAG (Social Justice)
CCW

Pembrokeshire

PCC
West Wales Eco Centre
PCNPA
FUW
CLA

PBI
Pembrokeshire College
PLANED
NFU
PAVS

Machinery Ring
Heritage/ Green Architects

Pembrokeshire Chamber
Construction Industry
Private Sector

B) Maximising Local Enterprise Dynamics- making the local connections

Supporting Local businesses/groups, Buy Pembrokeshire/Buy Local/enhancing local distinctiveness. The HUB as a Signpost and link (spoke) - to surrounding area/places offering similar special interests/ businesses/organisations with similar interests

Identifying and providing local office and business space to enable local businesses/social enterprises to establish

- **Business to business**
 - Identifying locally distinctive opportunities
 - Outreach advice/support/training
 - Networking/clustering/co-operation/special interests
- **Maximising the development of local supply chains**
 - Stakeholder innovation – businesses coming together to develop new products and services
 - New products and services that promote the sustainability agenda
 - Maximising the business contribution to local enterprise development through mentoring etc and piloting the Business in the Community “Community Mark” that recognises local businesses for their contribution to community enterprise.

- **Special Interest Hubs - geographic/thematic/economic**

	ROLE	HOW
- Shopping/food/banking	Signposting	
- Heritage	Research	
- Local produce	Development	Businesses to business
- Non food crops	Integration	
- Crafts I	Information	Business to Customers
- Tourism centres	Co-ordination	
- Coastal Tourism		
- Environment	Marketing	
- Energy		
- Horticulture		
- Fabrication		

Sustainable Agriculture

It is anticipated that much new and innovative activity can be carried out via a successful EU Article 6 programme with Eire details are attached, this will also link to Axis 1 and 2 and there will be close liaison with WAG to ensure that this is the case.