

Norfolk Rural Development Strategy and West Norfolk Local Action Group

PRESENTATION TO REGENERATION AND DEVELOPMENT PANEL, KING'S
LYNN AND WEST NORFOLK BOROUGH COUNCIL 25TH NOV 2015

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Update on

- 1) Norfolk Rural Development Strategy – relevant activity
- 2) West Norfolk Local Action Group – funding opportunities
- 3) Other support for accessing EU funding



Context

2013: NCC approved budget to effect a step change in our approach to EU funding

Objective: to increase amount of EU funding into the county

Part of that budget was used to develop the evidence base - the Norfolk Rural Development Strategy

Norfolk Rural Development Strategy (Norfolk RDS)

Purpose

1. Provide the framework for sustainable business growth in rural areas
2. Enable rural businesses to access local, national and EU funds to achieve growth



**Ambitious for
Rural Norfolk**

Background

An economic strategy for Norfolk 2013 – 20, commissioned by NCC to focus growth programmes benefiting rural businesses and communities

A result of public consultation (200 businesses, individuals and organisations)

Published October 2013 (launch event)

Conference in January 2015 outlined success to date

Mid term review 2017

4 key growth sectors identified

- Agriculture & Food Chain (e.g. adding value to food)
- Energy (our offshore assets, agri food-waste, renewables)
- Manufacturing and Engineering (high proportion of rural businesses including food processing and agri-tech)
- Knowledge economy (NRP and links to agri-food sector)

10 actions identified

1. Increasing **growth in** the agri-tech, engineering and manufacturing **sectors**
2. Increasing the quality and number of rural **jobs**
3. Increasing the number of rural **business start-ups**
4. Delivering superfast **broadband**
5. Improving **mobile phone coverage**
6. Increasing skills **attainment in rural schools**
7. Driving **innovation** by linking research with business development
8. Doubling the rate of build of **affordable housing**
9. Increasing private **water storage capacity**
10. Increasing the area of land in **environmental management**

Governance

Overseen and 'owned' by private sector steering group

Private sector driving interests of rural economy
e.g. broadband, skills

NCC represented by member of senior leader team

Supported by officers

Success & opportunities

Success to date

- Secured £9m to run LEADER delegated grant scheme, 100% of rural Norfolk covered
- Digital Divide group campaigning for broadband and mobile improvements
- AgriTech sector development

Priorities for the next 12 months

- Silver pound / healthy ageing – commercial opportunities
- Green Infrastructure
- Building Communities for the Future

West Norfolk Local Action Group

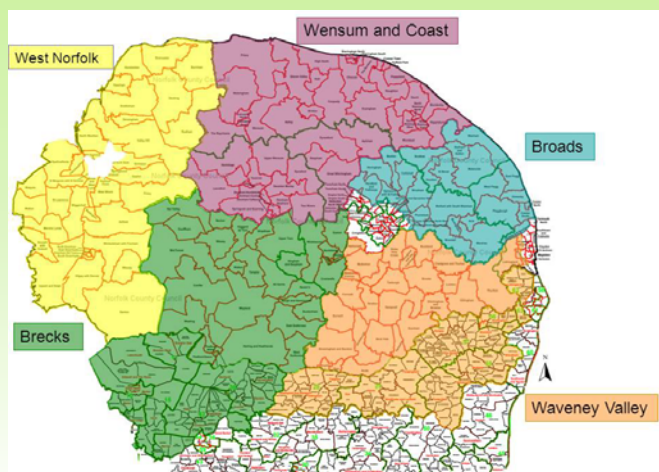
Opportunities

- 1) LEADER funding (see briefing note)
- 2) ESF & ERDF funding

What is LEADER?

- Delegated grant fund for rural areas
- Bottom up community development led to LDS
- Grant funding decisions made by local decision makers (Local Action Group or LAG)
- 5 LAG areas including West Norfolk LAG
- Different funding priorities in each LAG area
- 100% of rural Norfolk covered
- More info www.norfolklags.co.uk

100% LEADER coverage across rural Norfolk



LEADER funding through WN LAG

Budget: £1.921m to 2020 including running costs.

Priorities in LDS

1. Support for small business
2. Access to rural services & connectivity
3. Innovation in agri-tech, horticulture, food and drink
4. Support for water efficiency
5. Growing tourism by improving the visitor experience
6. Support for sustainable woodland development

Constraint: rural areas of West Norfolk only

LEADER funding through WN LAG

Current status

1. Open for business
2. Project pipeline – 3 in process of applying, a further 7 may apply in the future

Challenges:

1. Promoting the grant funding
2. LAG members – 13, need more from the private sector

ESF & ERDF

Applying on behalf of WN LAG in March 2016

Opportunity to secure up to £400k ea of ESF & ERDF

ESF – supporting people into work, upskilling workforce

ERDF – supporting businesses

Meeting holistic needs of area

Available in all of WN LAG area, including King's Lynn town centre

Other support for accessing and delivering EU funding

Corporate Bid Team

Bid writing workshops

Compliance assistance

EU & Rural Funding

Oversight of EU funding (ESF, ERDF, Interreg) in Norfolk, and rural EU programmes (LEADER and EAFRD)

Contact eliska.cheeseman@norfolk.gov.uk or 01603 228827

Corporate Bid Team & work with districts

New corporate bid team set up by Wendy Thompson to improve NCC access to external funds to build capacity and provide support.

Working with District partners to support joint objectives and access EU funding

Contact vince.muspratt@norfolk.gov.uk or bidding.team@norfolk.gov.uk

Thank you

Questions?