



Cronfa Amaethyddol Ewrop ar
gyfer Datblygu Gwledig;
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for
Rural Development;
Europe Investing in Rural Areas

Llywodraeth Cymru
Welsh Government



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Welsh Government Rural Communities – Rural Development Programme 2007-2013

Cooperation Projects Wales - Welsh Government Rural Communities 2007-2013

| AREA | PROJECT NAME | Thumbnail sketch |
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| Ynys Mon | APPrentis | <p>General Aim: Develop the use of mobile technology within microbusinesses through arranging placements for students with an understanding of the sector in Gwynedd, Anglesey and Conwy.</p> <p>Overview: All businesses could utilise mobile technology however only a small percentage do so. In addition to social media apps such as Facebook and Twitter (amongst others) there are there is an increasing number of functional apps which could be utilised within SME's for activities such as managing stock, take bookings, create QR codes and liaise with clients. This project will seek to exploit young people's aptitude for mobile technology for the benefit of small rural businesses. Despite having no formal training they could be considered experts as they make constant use of the technology. The aim of the project is to establish a relationship between the businesses and the students for mutual benefit. The main activities will be:</p> <ol style="list-style-type: none"> 1. Recruit 45 businesses and 45 students for the summer of 2013 (15 each in Gwynedd, Conwy and Môn) 2. Arrange placements for 4 days a week over a period of 10 days. Their familiarity with the technology will be supplemented by the knowledge and skills developed in the APPrentis Academy. This will enable them to undertake the following: <ul style="list-style-type: none"> • Investigate relevant mobile technology and demonstrate its application within the business. • Identify opportunities to develop new apps and adapt existing apps using programmes such as Google App Developer. • Develop, where relevant, the company's use of Social Media as a marketing tool e.g. twitter, facebook, linkedin. • Identify opportunities to improve the businesses general web presence through using programmes such as Google Analytics. 3. Establish 4 APPrentis Academies to be held on one day a week. The activities will include: <ul style="list-style-type: none"> • An introduction to the local economy and their role within it. • An introduction to software technology • An introduction to app development • Attend a study visit to learn about the process of developing apps. • Guest speakers on relevant subjects e.g. mobile technology for businesses, using social media in business • Create a report on potential apps that could be used in host businesses. • Identify opportunity for new apps based on the experience with host businesses. 4. Mobile Technology Conference <ul style="list-style-type: none"> • Invitation for students and business owners • Opportunity for students to pitch ideas • Guest speakers. |

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| <p>Bridgend</p> | <p>Community Foodie</p> | <p>Growing your own fruit and vegetables is increasingly appealing, as food prices linked to oil price continue to rise. These factors, as well as the social, economic and environmental aspects, make the launching of this rural development project delivered by reach in partnership with Creative Rural Communities (Vale of Glamorgan RDP), and very recently Create, (Torfaen RDP) and The Federation of City Farms and Community Gardens very timely.</p> <p>This innovative European funded growing project will not only produce locally sourced nutritious food, while promoting healthy living due to the physical nature of the work but also promote a real sense of community.</p> <p>The project aims to develop horticultural skills within communities, through shared knowledge, expertise and training, increase the amount of produce grown and consumed locally and also act as a catalyst for community development and social interaction, encouraging a sense of self-reliance that will help reduce family food budgets and preserve green space.</p> <p>Part of the project is also to encourage local food culture and develop a stronger sense of local awareness as to what food is available locally and the benefits of eating locally sourced food. The project hopes to generate a series of local eating and growing events to develop and support the enthusiasm for both community growing and eating locally sourced food.</p> <p>It is hoped Community Foodie will encourage and facilitate joint working between land owners, both private and statutory, and local people, utilising underused parcels of land or land that owners wish to put to community use and encourage communities to be more connected to their local food suppliers.</p> <p>It is hoped as a pilot project for the Welsh Government that it has the possibility to be rolled out to further parts of Wales or at least be joined by other neighbouring local authorities.</p> |
| <p>Carmarthen</p> | <p>Taste Local</p> | <p>An innovative food tourism project with the aim of improving South West Wales' food offer by exploring how partners across the EU develop their local food culture, helping businesses in rural areas to develop potential markets both locally and trans-nationally.</p> <p>The Carmarthenshire Local Action Group (LAG) has been successful in securing the funding of £219,640 to run this transnational project and the South West Wales Tourism Partnership (SWWTP) will deliver it over the next 15 months.</p> <p>Along with partners in Italy, Denmark, Greece and Spain, the partnership will develop a joint project which will give the tourism sector opportunities to build on food tourism through sector skills development, marketing, branding and cultural activities.</p> <p>Core components of the initiative will be the hosting of an international Food Tourism Conference, the development of a</p> |

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| | | <p>multilingual digital platform linked to a bursary scheme for food producers and the hospitality sector to visit partner countries to learn and share best practice.</p> <p>The Taste Local Bursary scheme will be open to all food and tourism businesses within the RDP areas of South West Wales through an application process. For more information please contact Lowri Edwards on 01558 669091/07977 989723 or email: lowriedwards@gallu.org.uk - www.ffres.org</p> |
| Ceredigion | Innovative Solutions to Childcare | <p>The Innovative Solutions to Childcare Needs in the Rural Communities First Areas project will combine the common issue of limited childcare provision within the three rural Communities First areas – Tregaron and the Uplands, Penllyn and Bro Ddyfi.</p> <p>This project will encourage the introduction of new ideas, approaches and new ways of working in the Rural Communities First Areas. It will give a platform for groups of individuals and individuals the opportunity to come together and brainstorm ideas, share best practice and learn from each area.</p> |
| Conwy | Living Rural Heritage through Church and Chapel | <p>This project is linking churches and chapels across rural Conwy, Denbighshire and Flintshire. It will create a partnership that will maximise the potential of church and chapel heritage tourism initiatives beyond county borders and enables shared practice learning experiences. It will enable the historic buildings to become more sustainable in rural communities through innovative interpretation and product development linked to income-generating opportunities. And foster cultural wellbeing and enthusiasm in rural communities to enable community members to act as a catalyst for positive promotion of their diverse and rich cultural heritage and embrace the potential benefit of generating a cross-county linked micro-visitor economy as part of a wider tourism strategy.</p> |
| Conwy | Mentrau Iaith y Gogledd | <p>This project will see the Outdoor Pursuits, Community Translation and Welsh Lessons for small groups projects which were successful for Conwy under BP1 expanded co-operatively to all the north Wales authority areas. The outdoor pursuits project will include increasing the number of Welsh speakers in the outdoor sector creating a Welsh and English service, and increase the number of Welsh speakers qualified to lead in the outdoor pursuit sector. The Community Translation project will include increasing the provision of written and simultaneous translation services for the third sector. And, enable the Welsh to continue to be used as the language in meetings and increase the availability of language choice in the sector. The Welsh Lessons project will include increasing the number of people attending intensive courses to attain fluency and also to increase the number of higher level courses in rural areas.</p> |

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| <p>Conwy</p> | <p>Bee Co-operation / Gwynn Cydweithredol</p> | <p>Bee Co-operational has three main themes, each of which contributes towards encouraging honey production across the area covered by the four partner LAGs.</p> <p>The first is attempting to engage new sectors with Beekeeping by running several practical trials. With the help of specialist advisors, these trials will ensure that traditional Beekeeping skills are passed on to the trialists and thereby increase the number of honey producers in the areas in future.</p> <p>Second is the establishment of a honey producer's Co-operative. This will seek to add value to the honey being produced in the areas through fostering co-operative working, developing new branding and commissioning a study into the local honey supply chain.</p> <p>Finally, there will be activities to support the honey bee and other pollinating insects. This will involve another study which will examine the environmental factors which affect honey production and analyse the sensitivity to each. The study will also suggest ways in which to minimise the risks from these factors and the project will also involve physical works and advice guides in order to help implement some of these.</p> |
| <p>Sir Ddinbych / Denbighshire</p> | <p>Pub is the Hub Cooperation Project (PITH)</p> | <p>This project builds on a project piloted in rural Denbighshire during Business Plan 1 of the Rural Development Plan. The project will encourage pub owners, licensees and local communities to work together to help support, retain and improve access to basic rural services. The project will:</p> <ul style="list-style-type: none"> • Provide training for rural pubs and communities to gain new skills to deliver community-based projects. • Provide advice and guidance to rural communities to enable them to work collaboratively to maximise access to basic services. • To provide advice to rural pubs and communities about community ownership schemes and community led operations. • Market and promote the opportunities available under the Pub is the Hub Co-operation Project to potential beneficiaries and stakeholders. • Encourage new Pub is the Hub projects through the dissemination of good practice and promotion of Pub is the Hub case studies. <p>The project will operate in Anglesey, Bridgend, Ceredigion, Conwy, Denbighshire, Gwynedd, Flintshire and the Vale of Glamorgan.</p> |

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| Denbighshire | North Wales Open Studios Network Cooperation Project (NWOSN) | <p>The broad aim of the NWOSN Project is to encourage and develop cultural tourism in rural North Wales by showcasing the visual and applied arts that North Wales has to offer. The project will also provide support to artists living and working in the rural area to facilitate their professional development through appropriate training strategies. The project will strive to increase the level of direct contact between artists in each county by developing networking events at which artists, located throughout the region, can meet.</p> <p>The NWOSN Project is comprised of the following three elements;</p> <ul style="list-style-type: none"> • Helfa Gelf / Art Trail – an annual open studio event in Gwynydd, Conwy, Flintshire, Denbighshire and Wrexham • Anglesey Art's Weeks – comprised of the Anglesey Arts Week, an open studios event held in Easter and a Performing Arts Week, held in October. • Cooperation <p>This co-operation project will operate in the following counties: Anglesey, Gwynydd, Conwy, Denbighshire, Flintshire and Wrexham.</p> |
| Denbighshire | Language and Heritage Cooperation Project | <p>This cooperation project will span Conwy, Flintshire, Denbighshire and Wrexham and will promote these counties as a prime destination for visitors who want a unique cultural experience. To do this, the project will work in cooperation with the Mentrau Iaith and the counties local action groups and seek to raise awareness of the cultural and economic value of the Welsh language to residents and businesses and optimising on the unique character of the four counties in the north east region of Wales.</p> <p>The project will seek to promote a theme of social cohesion, integration and assimilation through the appreciation of differences and will focus on those shared values which unite people in countries where a minority language is spoken.</p> <p>The project will deliver a series of cross county projects between the Mentrau Iaith and local action groups and County Language foras, and will in addition add value to the current Welsh language provision for adults, to develop and support activities to develop a skill base to meet the increased demand for a bilingual workforce.</p> |

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| Gwynedd | The Discover Project | <p>The focus of the Discover project will be to promote nature and wildlife as a tourism tool. The vision is achieved through the development of an innovative websites, showing the area's hidden treasures incorporated into wildlife walks and cycle routes. The website will be shown in a series of dedicated information points, to be located in local rural businesses. A series of wildlife and nature events will also be organized during 2012 and 2013. The events will be required to reflect a sense of place, to ensure that the visitor will have a special experience of Anglesey and Gwynedd's nature and wildlife, by using the historical and cultural context.</p> <p>This area covers the marketing areas of Croeso Môn (Anglesey) and Snowdonia Mountains and Coast (Gwynedd). In terms of visitors, a more cohesive approach would better serve their needs, as the county borders are of no significance to those who visit the North West Wales area. The project will showcase the raw materials that we have in Anglesey and Gwynedd to give people a quality tourism experience.</p> |
| Gwynedd | Traditional Skills and Enterprise for Children | <p>Gwynedd Council on behalf of Gwynedd Economic Partnership have been successful in receiving approval by the Welsh Government to lead on a co-operational project in partnership with Menter Môn and Conwy Rural Partnership; Traditional skills and enterprise for children project.</p> <p>This project is to develop the enterprise skills of primary age children in the counties of Gwynedd, Anglesey and Conwy through introducing traditional skills which were once widespread in their area. The project will recognise, assess and recommend a list of young people with a selection from schools and youth clubs including the Urdd and young Farmers with a total of 5 groups in each county, including about 900 children.</p> <p>To recognise suitable traditional skills to transfer to the children in each of the specific areas in question there will be a community consultation. From the consultation process there will follow enterprise sessions for the children, with 4 sessions being conducted –</p> <ul style="list-style-type: none"> • Traditional Skills Group Session • Principle of Enterprise/Business Skills Group Session • Developing Enterprise from the Traditional Skills • Support to Trial the Enterprise <p>To bring the groups together and to share their experiences at the end of the project there will be a regional event. The event is expected to incorporate innovative and creative ideas to spark the children's imagination.</p> |

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| Merthyr Tydfil | Bees and Biodiversity | <p>The aim of the project is for the partners to work together to prevent the decline of pollinating insects and at the same time protect the biodiversity of each area. The main objectives of the project are for a common strategy to be developed seeking to protect pollinating insects and biodiversity. The partners will work together to share experiences and findings on work they have undertaken to prevent the decline of pollinating insects. There are three categories that the activities will fall within:</p> <ul style="list-style-type: none"> - to limit the poisoning of pollinators by chemicals (insecticides, fungicides, fertilizers etc) - to ensure sufficient quality food supply for pollinating insects - to support bee keeping activity <p>Lead LAG – Pays Voironaise in France and there are 6 additional partner organisations involved. The total project cost is £131,398.30 with an 80 / 20 intervention rate. Rural Action Merthyr and the Merthyr Naturalists will deliver the project and there is a capital / revenue split.</p> |
| Monmouthshire | Community Enterprise Monmouth Marches | <p>The Cooperation project seeks to identify and develop opportunities for collaborative working within the community and social enterprise sectors in Monmouthshire (adventa) and Wrexham (Northern Marches Cymru). The purpose of this project is to draw on the most successful elements of the programmes in Monmouthshire and Wrexham and to implement project activities that will encompass examples of best practice and transfer skills between the two programme areas. Activities will include;</p> <ul style="list-style-type: none"> • Actively encouraging the development of social and community enterprises within the two Programme areas to include start-up advice and business skills development (in association with the Wales Co-operative Centre to avoid duplication) • Northern Marches Cymru to offering support and guidance to adventa in the implementation of the ‘Manual for Developing Social Enterprises’ • Development of a local social and community enterprise group in each area to encourage networking and sharing of best practice with a programme of reciprocal visits • adventa offering support and guidance to Northern Marches Cymru in the development of a ‘seedcorn’ grant scheme for community groups • Both groups producing an implementation manual for community development grants scheme to aid implementation in other areas • adventa offering support and guidance to Northern Marches Cymru to develop a self assessment ‘capacity building evaluation’ programme |

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| Monmouthshire | Community Enterprise Training | <p>In addition the Co-op Enterprise Training Programme, also to be delivered by the team, will include the following activities;</p> <ul style="list-style-type: none"> • Working with the community focused schools programme to identify or develop, where not available, training courses for young people wishing to develop social and community enterprises and to identify appropriate sources of funding e.g. the 14-19 Children and Young People’s Partnership • Delivering training for community groups in both areas where no other provision is available, for example, trustee training-roles and responsibilities; gaining charitable status; etc • Developing a programme of training testers to satisfy locally identified needs within the two Programme areas to be delivered in the community for community groups • Delivering social enterprise training linked to a social enterprise manual,. • Developing a joint youth enterprise programme to include; training, awareness and support in starting youth (social) enterprises, through the development and delivery of a series of enterprise modules |
| Monmouthshire | Walking with Offa | <p>The ‘Walking with Offa’ is a cross border cooperation project between Welsh and English Local Action Groups, Areas of Outstanding Natural Beauty and local authorities whose territories include the border area along the Offa’s Dyke National Trail.</p> <p>The aim of the project is to improve the economy and sustainability of the Welsh-English border area by developing and promoting the sustainable tourism experience, based on the high quality natural and cultural assets of Offa’s Country. Walking with Offa will improve access for visitors, help them gain more enjoyment and understanding from their visit and also help local businesses such as accommodation providers, shops, pubs and restaurants to thrive.</p> <p>The key partners in the cooperation project are on the Welsh side include: adventa, Wye Valley ANOB, BBNP, Powys, Denbighshire, Cadwyn Clwyd and Offa's Dyke Path National Trail.</p> <p>And on the English side Shropshire ANOB, Visit Hereford and Northern Marches.</p> |
| Pembrokeshire | Adding Value to Community Tourism | <p>This project was developed with input from several Welsh and European partners with many years of experience of supporting community led local tourism initiatives. Partners in the project include Local Action Groups from Finland, the Czech Republic, Cyprus, Italy, Scotland and Slovenia.</p> <p>The main objectives of the project are:</p> <ol style="list-style-type: none"> 1. To share best practice and to explore how partners across the EU engage with rural communities to develop and promote sustainable tourism experiences based on the local heritage and culture. |

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| | | <p>2. To share knowledge on how tourism providers in other countries work in partnership with local communities and organisations through networks to promote the tourism product.</p> <p>3. To examine how other countries package and promote initiatives that relates to the development of sustainable tourism and pass on the knowledge to relevant local partners.</p> <p>4. To create the All Wales Community Tourism Forum with the aim of providing opportunities for local people who are directly engaged in developing community tourism activities to share best practice as well as to make connections with the tourism trade, Visit Wales and other agencies to maximise the benefits of community tourism. The Forum will also have an online element.</p> <p>5. To develop a Best Practice Guide which will provide examples of successful community tourism activities across Wales and from Europe that highlights the benefits of sustainable rural tourism.</p> |
| Wrexham | Pontcysyllte Aqueduct & Canal Community Project | <p>The project is a cross boundary project with the Cadwyn Clwyd Local Action Group and British Waterways. Its aim is to bring together the communities located along the 11 mile canal corridor between Chirk and Llantysilio which comprises the proposed World Heritage Site 2008 Nomination "Pontcysyllte Aqueduct and Canal".</p> <p>Funding will be used to appoint a Community Project Officer who will engage with the communities of Chirk, Pentre, Froncysyllte, Trevor, Garth, Pontcysyllte, Llangollen, Pentrefelin and Llantysilio. This will include local residents, businesses, schools, communities of interest etc and will culminate in the formation of a "Friends of the canal" group.</p> <p>In addition the project officer will facilitate an understanding and greater awareness of the heritage, biodiversity and culture of and within the canal corridor and encourage participation in environmental conservation, including training in conservation skills. An important part of World Heritage Site designation is education and learning and the project officer will work closely with the local schools.</p> <p>A programme of community events will be developed throughout the lifetime of the project.</p> |