

PRIORITIES FOR WORCESTERSHIRE LEADER 2011/12

The Local Action Group (LAG) has recently undertaken a review of the delivery of the Worcestershire LEADER Programme against the Specific Objectives of the [Local Development Strategy](#) (LDS). The Specific Objectives were identified through consultation with local communities and are designed to achieve delivery of the overall objective for the Programme:

By 2013 create vibrant, inclusive and connected local communities delivering innovative and sustainable solutions to social and environmental challenges that enhance individual and community well being.

There are five Specific Objectives listed in the LDS, these are as follows:

- SO1: Increasing the ability of the target rural population to fully engage in their communities
- SO2: Improving access to facilities for the most isolated rural communities
- SO3: Enhancing social inclusion through recreational opportunities with a specific emphasis on young people
- SO4: Protecting and realising the full potential of the natural and built environment
- SO5: Programme effectiveness (this objective is mostly about the management of the programme but there are some elements that could relate to project delivery; these have therefore been listed).

The Specific Objectives are broken down further in the LDS into the types of activity that could be delivered under each objective. The indicative scope of action is then provided for each activity.

The analysis shows that there are some types of activity that are being very well delivered by current and past projects, these activities are therefore now classed as low priority.

Where an activity has some element of delivery by projects it is classed as medium priority.

Where there has been no delivery against an activity it is classed as high priority. It is on these activities in particular that the LAG would like to encourage projects.

PRIORITIES

Key

	High priority		Medium priority		Low priority
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OBJECTIVE 1: INCREASING THE ABILITY OF THE TARGET RURAL POPULATION TO FULLY ENGAGE IN THEIR COMMUNITIES	
Activity	Scope
Developing or enhancing community buildings	Investment programme to upgrade and improve facilities including community internet access points where appropriate.
Community capacity building	Support activities and provide resources that strengthen the skills and abilities of local people enabling them to take effective action and leading roles in the development of their communities and improve volunteering in the rural areas.
	Support to voluntary organisations to develop and deliver services to rural communities.
Improving how rural communities operate and communicate	Provision of training and development funds to enable village and parish council websites to include interactive bulletin boards.
	An investment scheme for marketing and communication projects in villages.

OBJECTIVE 2: IMPROVING ACCESS TO FACILITIES FOR THE MOST ISOLATED RURAL COMMUNITIES	
Activity	Scope
Local transport initiatives	Support to develop innovative transport solutions for rural communities.
Support ICT for community benefit	Supporting the extension of ICT infrastructure in rural communities such as broad band connectivity.
	Supporting the development of local ICT access points for community use.
	Building the skills and understanding of local people to use and maintain ICT.
Development of community buildings to provide services	Support activities and provide local investments to enable village halls and community buildings to house services such as Post Offices, GPs and surgeries.
	Support initiatives that enable service providers to deliver outreach services and that promote self-sustainability within rural communities.

OBJECTIVE 3: ENHANCING SOCIAL INCLUSION THROUGH RECREATIONAL OPPORTUNITIES WITH A SPECIFIC EMPHASIS ON CHILDREN AND YOUNG PEOPLE	
Activity	Scope
Local infrastructure projects to develop or enhance amenity areas	Investment in the preservation and enhancement of public open spaces and sporting facilities.
Training in traditional and new rural skills	Investment programme to support training in rural skills
Other activities supporting social inclusion	Investment programme to support initiatives to enhance the social inclusion of disadvantaged groups in rural Worcestershire.

OBJECTIVE 4: PROTECTING AND REALISING THE FULL POTENTIAL OF THE NATURAL AND BUILT ENVIRONMENT	
Activity	Scope
Tackling climate change	Environmental initiatives to address climate change.
	Activities to raise awareness of the potential impacts of climate change and practical ways in which these impacts can be mitigated.
	Support for energy conservation and the use of appropriate forms of renewable energy.
Development and use of the environmental heritage	Initiatives to foster greater understanding of the natural and built heritage, eg research and survey.
	Training and advice in the management of important local sites, including priority wildlife habitats, where landowners are not eligible for Environmental Stewardship agreements and where local communities would benefit.
	Restoration and upgrading of built heritage, archaeology and geological sites.
	Interpretation and education projects around existing natural or built heritage, including farming, forestry, and landscape interpretation
	Development of opportunities for volunteering and engaging local people in conservation and upgrading activities
	The exploration and development of projects which demonstrate innovative and sustainable uses of the local environment for the benefit of local communities, e.g wood fuel supply chains and the use of local food and other land-based products.

OBJECTIVE 5: PROGRAMME EFFECTIVENESS	
Activity	Scope
Performance and impact of programme	Development and implementation of co-operation projects.
	Networking of local communities.