RDP LEADER 2014-2020
SWANSEA COUNCIL
LOCAL DEVELOPMENT STRATEGY (LDS)

NOVEMBER 2017

DELIVERING THE RDP LEADER PROGRAMME
IN SWANSEA

Location: Lliw Reservoir, Mawr Ward
NAME OF LOCAL ACTION GROUP (LAG) AND CONTACT DETAILS

| Name of LAG            | Swansea Rural Development Partnership |

Administrative Body Primary Contact (also known as LAG Official)

<table>
<thead>
<tr>
<th>Name</th>
<th>Paul Jones</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Address</td>
<td>Place Directorate</td>
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<td></td>
<td>Planning &amp; City Regeneration</td>
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<td></td>
<td>Swansea Council</td>
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<td>Oystermouth Road</td>
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<td>Swansea SA1 3SN</td>
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</table>

Administrative Body Secondary Contact

<table>
<thead>
<tr>
<th>Name</th>
<th>Elliott Williams</th>
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</thead>
<tbody>
<tr>
<td>Tel</td>
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</tr>
<tr>
<td>Address</td>
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</tr>
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LOCAL DEVELOPMENT STRATEGY IMPLEMENTATION TIMESCALES

<table>
<thead>
<tr>
<th>Start Date</th>
<th>1 July 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>End Date</td>
<td>31 December 2021</td>
</tr>
</tbody>
</table>

Preface: Please note this is the 3rd version of the LDS. The two previous editions dated September 2014 and March 2016 covered in detail the setting up of the programme and the various administrative systems.

This November 2017 version still retains some of this information but also more accurately reflects the current position with the programme and delivery.

Copies of the previous LDS are available upon request from RDPLeader@swansea.gov.uk
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SECTION 1 – STRATEGIC FIT

| Description | Explain how the Local Development Strategy (LDS) fits with EU strategies, policies and programmes and the extent to which it aligns with the Focus Areas of the Wales Rural Development Programme (2014-2020) and the five LEADER themes as appropriate to the context of the LDS. |
| Linked to | Sections 3.1 and 3.5 of the LDS Guidance June 2014 |

1.1 Definition of the area and population covered by the strategy

Swansea Council is a unique combination of urban and rural settings on the south coast of Wales. Swansea City Centre is flanked by rural areas, with the Gower peninsula to the west and the wards of Llangyfelach, Mawr and Pontarddulais to the north. The Gower is the UK’s first Area of Outstanding Natural Beauty (AONB), flanked by a number of other smaller areas including agricultural and former mining areas. The northern wards are dominated by upland common land, similar in character and settlement pattern to parts of mid-Wales. The latter also has a predominance of Welsh speakers.

Geography

Rural Swansea is identified as 8 rural wards with a total land area of 248.98 km² (2011 census). The rural census wards are characterised by significantly smaller populations and lower population densities than the urban wards. Eligible rural wards are:-

- Bishopston;
- Fairwood;
- Gower;
- Llangyfelach;
- Mawr;
- Penclawdd;
- Pennard;
- Pontarddulais.
Three wards in Swansea are categorised as ‘Service Centres’, in that they provide key services for fully rural wards. These are:-

- Clydach;
- Gorseinon;
- Gowerton.

Several wards fall into the category of ‘Host wards’, that cannot benefit directly from RDP funding, but from which activities that wholly benefit the fully rural wards might be based. These are:-

- Dunvant;
- Killay North;
- Killay South;
- Newton;
- Oystermouth;
- Penllergaer.

**Population estimates**

The total population in the rural wards is estimated to be 29,348 representing 12% of the estimated total population of Swansea.
Table 1: Population of Swansea’s rural areas

<table>
<thead>
<tr>
<th>Rural Wards</th>
<th>ONS mid-year population estimates 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bishopston</td>
<td>3,185</td>
</tr>
<tr>
<td>Fairwood</td>
<td>2,849</td>
</tr>
<tr>
<td>Gower</td>
<td>3,582</td>
</tr>
<tr>
<td>Llangyfelach</td>
<td>5,087</td>
</tr>
<tr>
<td>Mawr</td>
<td>1,805</td>
</tr>
<tr>
<td>Penclawdd</td>
<td>3,543</td>
</tr>
<tr>
<td>Pennard</td>
<td>2,728</td>
</tr>
<tr>
<td>Pontarddulais</td>
<td>6,569</td>
</tr>
<tr>
<td><strong>Rural Swansea total</strong></td>
<td><strong>29,348</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Centre Wards</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Clydach</td>
<td>7,456</td>
</tr>
<tr>
<td>Gorseinon</td>
<td>4,477</td>
</tr>
<tr>
<td>Gowerton</td>
<td>5,100</td>
</tr>
<tr>
<td><strong>Service Centre total</strong></td>
<td><strong>17,033</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Host Wards</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dunvant</td>
<td>4,273</td>
</tr>
<tr>
<td>Killay North</td>
<td>3,111</td>
</tr>
<tr>
<td>Killay South</td>
<td>2,168</td>
</tr>
<tr>
<td>Newton</td>
<td>3,346</td>
</tr>
<tr>
<td>Oystermouth</td>
<td>4,057</td>
</tr>
<tr>
<td>Penllergaer</td>
<td>3,328</td>
</tr>
<tr>
<td><strong>Host Wards total</strong></td>
<td><strong>20,283</strong></td>
</tr>
</tbody>
</table>

| **Swansea Council total** | **244,513** |

The rural wards are characterised by significantly smaller populations and dramatically lower population densities than the urban wards, ranging from 31 people per sq. km in Gower and Mawr to 534 per sq. km in Bishopston. By comparison, population density in the urban wards is 7,089 people per sq. km in the Uplands and 5,562 per sq. km in Castle.

Source: Mid-2016 Population estimates, Office for National Statistics (ONS).

In terms of the demographics of the rural wards, the average population size is 3,669 per ward. Mawr has the smallest population of 1,805 with Pontarddulais having the highest population of 6,569. The gender split across all the wards is approximately 50% female, 50% male. The average household size is 2.3 per household. The percentage of BME people is very low. 50% of the population is aged 45 or over.

The 2011 Census results estimate that the highest percentages of economic inactivity in the rural wards is Pennard (38.3%), Bishopston (35%) and Fairwood
(34.4%) while Llangyfelach has the lowest in Swansea at 23.7%. Of economically inactive a high proportion are retired (61%); compared to the Swansea average of 15.6%.

Source: 2011 Census, ONS. Table KS601UK - Economic activity

Qualifications

The 2011 Census results suggest that in regards to those with ‘no qualifications’, all of the rural wards are below the Swansea figure of 23.9%. Pennard (12.7%) has the lowest figure and Pontarddulais (23.3%) has the highest of the rural wards. Bishopston (46.3%), Pennard (45.5%) and Gower (42.0%) have the highest percentage of people qualified to Level 4 and above (of the rural wards).

Source: 2011 Census, ONS. Table KS501EW - Qualifications and students

Welsh language skills

Levels of Welsh language skills varies greatly in the rural wards with Mawr (29.3%) and Pontarddulais (22.5%) having the highest percentage of residents that can ‘speak, read and write’ Welsh. In comparison only 5.9% could ‘speak, read and write’ Welsh in Bishopston while in Pennard the figure is 6.7%. In the Gower Ward, 82.4% have no skills in Welsh, compared to 47.9% in Mawr.

Source: 2011 Census, ONS. Table KS207WA - Welsh language skills

Rural Swansea employment data

The table below provides a breakdown of the employment data by industrial sector for people employed within Swansea’s rural wards.

2016 Employment in Rural Swansea by broad industrial sector

<table>
<thead>
<tr>
<th>Industry</th>
<th>Rural Swansea</th>
<th>Swansea</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>total</td>
<td>%</td>
</tr>
<tr>
<td>Agriculture, Forestry &amp; Fishing (A)*</td>
<td>100</td>
<td>1.0</td>
</tr>
<tr>
<td>Manufacturing (incl. mining &amp; utilities) (B-E)</td>
<td>800</td>
<td>10.8</td>
</tr>
<tr>
<td>Construction (F)</td>
<td>600</td>
<td>8.1</td>
</tr>
<tr>
<td>Wholesale &amp; Retail (G)</td>
<td>1,100</td>
<td>14.2</td>
</tr>
<tr>
<td>Transport &amp; Communication (H,J)</td>
<td>200</td>
<td>3.0</td>
</tr>
<tr>
<td>Accommodation &amp; food (I)</td>
<td>2,000</td>
<td>27.0</td>
</tr>
<tr>
<td>Financial &amp; Business Services (K-N)</td>
<td>700</td>
<td>9.0</td>
</tr>
<tr>
<td>Public administration &amp; defence (O)</td>
<td>300</td>
<td>4.4</td>
</tr>
<tr>
<td>Education (P)</td>
<td>700</td>
<td>9.4</td>
</tr>
<tr>
<td>Health (Q)</td>
<td>600</td>
<td>8.1</td>
</tr>
<tr>
<td>Other Services (R - U)</td>
<td>500</td>
<td>6.1</td>
</tr>
<tr>
<td><strong>Employment Total</strong></td>
<td><strong>7,400</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: ONS Business Register & Employment Survey 2016
Figures have been rounded to 100.
* local employment data on farm based agriculture is not available from BRES. Data also excludes self-employed, government supported trainees and HM forces.
Looking specifically at employment in the tourism industry, 28% of employment (2100 jobs) in rural Swansea are based within Tourism.

**Occupational breakdown**  
*Source: 2011 Census (ONS). Table DC6604EW - Occupation by industry*

The broad picture outlined below reflects the occupational breakdown of people who live in rural Swansea:

- Managers, directors and senior officials: highest in Gower (19.4%), lowest in Pontarddulais (7.9%);
- Professional occupations: highest in Bishopston (30.8%), lowest in Pontarddulais (16.5%);
- Associate professional and technical: highest in Llangyfelach (14.9%), lowest in Pontarddulais (10.4%);
- Administrative and secretarial: highest in Llangyfelach (16.8%), lowest in Gower (9.7%);
- Skilled trades: highest in Mawr (18.5%), lowest in Llangyfelach (9.2%);
- Caring, leisure & other service: highest in Pontarddulais (10.3%), lowest in Pennard (6.2%);
- Sales and customer service: highest in Pontarddulais (9.6%), lowest in Gower (3.4%);
- Process, plant and machine operatives: highest in Mawr (7.4%), lowest in Bishopston (1.9%);
- Elementary occupations: highest in Pontarddulais (11.8%), lowest in Bishopston (4.4%).

**Travel to work:**  
The 2011 Census results estimate that the most frequent modes of travel to work for the rural wards are the following:

<table>
<thead>
<tr>
<th>Ward</th>
<th>Work mainly at or from home (%)</th>
<th>Driving a car or van (%)</th>
<th>Passenger in a car or van (%)</th>
<th>On foot (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bishopston</td>
<td>4.9</td>
<td>48.3</td>
<td>2.6</td>
<td>3.5</td>
</tr>
<tr>
<td>Fairwood</td>
<td>4.0</td>
<td>47.5</td>
<td>3.6</td>
<td>2.1</td>
</tr>
<tr>
<td>Gower</td>
<td>9.6</td>
<td>42.8</td>
<td>2.3</td>
<td>6.6</td>
</tr>
<tr>
<td>Llangyfelach</td>
<td>2.9</td>
<td>60.3</td>
<td>3.1</td>
<td>3.4</td>
</tr>
<tr>
<td>Mawr</td>
<td>7.5</td>
<td>48.1</td>
<td>4.1</td>
<td>1.7</td>
</tr>
<tr>
<td>Penclawdd</td>
<td>3.3</td>
<td>50.8</td>
<td>3.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Pennard</td>
<td>5.7</td>
<td>45.0</td>
<td>3.0</td>
<td>2.8</td>
</tr>
<tr>
<td>Pontarddulais</td>
<td>1.9</td>
<td>49.4</td>
<td>4.4</td>
<td>4.8</td>
</tr>
<tr>
<td>Swansea Rural</td>
<td>4.4</td>
<td>49.9</td>
<td>3.3</td>
<td>3.8</td>
</tr>
<tr>
<td>Swansea All</td>
<td>2.2</td>
<td>39.6</td>
<td>4.4</td>
<td>6.1</td>
</tr>
</tbody>
</table>

*Source: 2011 Census (ONS), Table: QS701EW - Method of travel to work  
Note: % of all usual residents aged 16 to 74*
Health

In the 2011 Census people were asked to assess whether their daily activities were limited a lot or a little by a health problem (including problems related to old age), or whether their daily activities were not limited at all. The results for the rural wards are the following:

<table>
<thead>
<tr>
<th>Ward</th>
<th>Day-to-day activities limited a lot (%)</th>
<th>Day-to-day activities limited a little (%)</th>
<th>Day-to-day activities not limited (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bishopston</td>
<td>10.2</td>
<td>12.5</td>
<td>77.2</td>
</tr>
<tr>
<td>Fairwood</td>
<td>10.4</td>
<td>10.9</td>
<td>78.7</td>
</tr>
<tr>
<td>Gower</td>
<td>10.3</td>
<td>10.2</td>
<td>79.5</td>
</tr>
<tr>
<td>Llangyfelach</td>
<td>7.3</td>
<td>7.9</td>
<td>84.8</td>
</tr>
<tr>
<td>Mawr</td>
<td>11.8</td>
<td>11.5</td>
<td>76.6</td>
</tr>
<tr>
<td>Penclawdd</td>
<td>13.5</td>
<td>10.8</td>
<td>75.7</td>
</tr>
<tr>
<td>Pennard</td>
<td>8.6</td>
<td>13.8</td>
<td>77.6</td>
</tr>
<tr>
<td>Pontarddulais</td>
<td>13.1</td>
<td>11.3</td>
<td>75.6</td>
</tr>
<tr>
<td>Swansea Rural</td>
<td>10.7</td>
<td>10.9</td>
<td>78.4</td>
</tr>
<tr>
<td>Swansea All</td>
<td>12.6</td>
<td>10.8</td>
<td>76.7</td>
</tr>
</tbody>
</table>

Source: 2011 Census (ONS) Table KS301EW - Health and provision of unpaid care
Note: % of all usual residents

Service Centre Wards

Clydach is a small town adjacent to the fully rural Mawr ward, sharing a boundary with Neath Port Talbot. The Local Development Plan notes the importance of Clydach as one of the traditional district shopping centres. As such it has natural connections with the rural hinterland, particularly smaller settlements such as Craig Cefn Parc, which is linked to Clydach by a regular bus service. Clydach hosts popular local markets such as Clydach market, as well as providing small-scale local shopping outlets and basic services including Clydach library and other facilities.

Gorseinon is classified in the Local Development Plan as a traditional regional shopping district, sitting between Pontarddulais ward to the North and Gowerton to the South. It is accessible via the A4240 directly and in terms of the road network is a more natural connection for the smaller communities such as Felindre for services that are more difficult to find travelling East towards Clydach. In particular, the ‘Lliw Link’ bus service operates from the extremes of rural Swansea from Garnswllt, through Cwmcerdinen and Felindre, passing through Penllergaer and then Gorseinon and the route of the Lliw Link is significant in demonstrating the way the communities interlink via the road network.
Gowerton forms one of the key gateways, to the ‘Gower’ flank of Swansea Council. The ward provides links through public transport connections including a small rail station and bus links such as the Gower Explorer service, as well as key entry point for tourists entering and leaving the rural area to the West. The ward also contains small commercial retail zones, which form a stopping off point for people entering and leaving the rural areas, both the rural population as well as tourists. The ward also contains three schools whose catchment area takes in the rural hinterland.

Host wards

Dunvant grew as a small village around the coal mining that took place in the area during the 1800s, bordering the rural ward of Fairwood. The ward suffers from a high level of deprivation, particularly access to services, housing and physical environment. Population density at 1,773 people per km² is comparatively high. Service provision includes schools and small-scale provision of services including local shops and post office.

Killay North and South as combined wards have a density of 1,604 per km². Killay has a purpose built district shopping centre, including two supermarkets and a range of convenience shops. Nearby are doctors’ and dentists’ surgeries and a branch library. Killay is linked to Gower by the main east-west road the A4118, and also most of the Gower bus services run through Killay. The ward therefore provides a number of useful services to residents of north and west Gower and visitors as a major gateway to Gower.

Newton although relatively populous at 1,413 people per km² is home to the popular holiday resorts of Langland and Caswell, which lead on to the dramatic landscapes of Three Cliffs and the wider Gower peninsula area. The area is more residential in nature and adjacent to the fully rural wards.

Oystermouth has developed as a settlement around Oystermouth castle over the past 200 years. The village acts both as a suburban shopping centre for the surrounding area, and popular holiday resort. The area is commonly known as ‘Mumbles’ after the three outcrops of rock at the western end of the bay and is one of the major entrances to the rural areas to the West of Swansea. As such, the village area offers major opportunities in terms of tourism draw and offering small-scale services to the rural hinterland.

Penllergaer borders the northern rural areas of Swansea, again with relatively low population density of 554 people per km², concentrated in two main housing estates. Much of the land area consists of commons and the Penllergare Valley Woods historic gardens, part of which lies in the Llangyfelach ward.

More detailed descriptions of all the wards can be found on the Swansea Council website [http://www.swansea.gov.uk/wardprofiles](http://www.swansea.gov.uk/wardprofiles)
Potential for cross-boundary working

To the north Swansea borders with Carmarthenshire to the west and Neath Port Talbot to the east. The close proximity of smaller towns and villages in the border areas means there is a good deal of scope for collaboration with neighbouring LAGs on themes of common interest to our communities.

There is additional scope for joint-working with capacity building teams in the neighbouring areas to build on a number of themes and these are explored as the Strategy is regularly reviewed in light of local demand. The LAG understands that to deliver a successful programme it must have awareness and understanding of other LAG activities and learning. In line with this, LAG officials in South West and Central Wales meet on a quarterly basis to discuss progress, possible joint working and to share learning experiences. Officials share their respective strategies and a number of common themes where cooperation activity could be developed are discussed (see section 3.2).

1.2 Description of the Integration

The LDS sits within a wider policy and strategy framework in South West Wales at local and regional levels. The most relevant local, national and regional and local strategies that could be impacted by the LDS are referenced below. In each case there is a brief summary of the scope of the strategy or plan and the potential links to the LDS.

Local strategies

Draft Local Well-being Plan (out for consultation between 21st November 2017 and 13th February 2018)

Every local council area in Wales is legally required to have a Public Services Board (PSB) whose purpose is to work collectively to improve local social, economic, environmental and cultural well-being. Each PSB is required to carry out an Assessment of Well-being to understand current levels of well-being and what matters most to local communities and to produce a Local Well-being Plan in order to improve well-being.

In 2016, Swansea’s PSB started a conversation about well-being in the local area. Our Assessment of Local Well-being (published in March 2017) told us that Swansea is a great place to live but that we need to work harder together to make sure everyone can live well, benefit from and be proud of Swansea.

Swansea’s draft Local Well-being Plan is now out for consultation. Using information from the Assessment and by listening to people, we have developed a draft Local Well-being Plan which is designed to improve well-being in the local area.
In Swansea, we believe in the rights of every person. Through this plan, our vision is to work together to make Swansea a place which is prosperous, where our natural environment is appreciated and maintained and where every person can have the best start in life, get a good job, live well, age well and have every opportunity to be healthy, happy, safe and the best they can be. For rural wards, LEADER is an essential component in providing capacity to match these aspirations.

Swansea Bay Destination Management Plan

The objectives set out in this LDS are consistent with the strategic themes set out in the Destination Swansea Bay 2017 – 2020 ‘Destination Management Plan’ for Swansea Bay. The 2016 LDS features in the current version of the accompanying action plan, with the Swansea Rural Development Partnership noted as an important part of helping to deliver the actions in the Plan.

The tone of the document is about enabling better approaches to development and marketing of the area, involving as many stakeholders (public and private sector) as possible, underpinned by an awareness of external perceptions of the area and how it is understood. The LDS is therefore timely in providing potential resource through LEADER to work with communities and businesses to make the most of the improvements made to date and encourage further sustainable development of the local product offer.

Sustainable Tourism Strategy

RDP activity in 2012 commissioned a sustainable tourism study, which resulted in a sustainable tourism framework for the rural wards, which was consulted on and consequently updated in September 2014. The report makes a number of recommendations for improvements that could be made to the way the area is marketed, as well as underlining the need for better working together. The document dovetails with the Swansea Bay Destination Management Plan (DMP) 2017-2020, to ensure there are no conflicting objectives, and that the documents are complementary. The LAG are referring to the Sustainable Tourism Strategy as their evidence base for supporting strategic priorities and projects for tourism in the rural wards of Swansea.

Working towards prosperity for all in Swansea: A tackling poverty strategy for Swansea 2017-2020

Swansea Council is committed to reducing poverty and its impacts on residents, reflected in the fact that Poverty is one of the Council’s top five priorities of Swansea’s Corporate Plan. The first strategy to address this was written in 2014. The revised Strategy ‘Working towards prosperity for all in Swansea: A tackling poverty strategy for Swansea 2017-2020’ is built on the themes of the 2014 Tackling Poverty Strategy.

- Empowering local people through involvement and participation;
- Changing cultures to reflect that tackling poverty is everyone’s business;
- Targeting resources to maximise access to opportunity and prosperity.
The revised strategy and delivery plan recognises that tackling poverty is ‘everyone’s business’ and as such, the delivery of actions in the strategy are cross departmental. As such tackling poverty and social exclusion is a cross cutting theme within the LDS i.e. section 8.

Gower Area of Outstanding Natural Beauty Management Plan

The latest version of the Gower AONB Management Plan was adopted by the Council in March 2017. The AONB area incorporates several of the rural wards in Swansea, with a number of consistent issues coming through across the peninsula. The main purpose of the AONB plan is to promote policies and actions to encourage the conservation and enhancement of the special qualities of the AONB for which it was designated. The AONB plan covers a wide range of issues including economic activities, infrastructure, housing and community facilities, climate change and development, the issues associated with these themes and the impact on the special qualities of the AONB. These are fundamental to approaches to balancing the needs of the AONB area between the need for investment and encouraging visitors to the need to conserve the natural beauty of the AONB.

Regional strategies

Swansea Bay City Region Economic Regeneration Strategy 2013-2020

At regional level, the Swansea Bay City Region is underpinned by a newly designed economic regeneration strategy, which encompasses five strategic aims overlaid by the imperative to close the productivity gap with the rest of Wales and the UK. The five strategic aims are:

- Business Growth, Retention and specialisation;
- Skilled and ambitious for long term success;
- Maximising job creation for all;
- Knowledge economy and innovation;
- Distinctive places and competitive infrastructures.

A partnership approach is being taken to the implementation of the Strategy, with a focus on a selection of major transformational projects, funded through a Swansea Bay City Deal, to achieve a step change in the performance of the economy of South West Wales. The City Deal programme encompasses 11 projects across 4 key themes of :

- Economic Acceleration;
- Life Science and Well-being;
- Energy; and
- Smart Manufacturing.

Enhanced digital infrastructure and the development of workforce skills and talent will underpin each.
The regional strategies are necessarily high level, so there is a continued need for capacity to undertake innovative activity and networking across the designated rural areas. The high-level imperatives to increase jobs, increase the number of higher value-added jobs and businesses have to be addressed at all levels, including local.

**Regional Employment & Skills Plan for South West & Mid Wales 2016**

The Regional Delivery Plan for Skills and Employment for Central and South West is one of three developed across Wales. The Plan integrates with the Welsh Government Skills Implementation Plan and links across to the Swansea Bay City Region Regeneration Strategy, forming the delivery plan for ‘Strategic Aim 2’ of that strategy.

The development of the plan has provided a rare opportunity for organisations and individuals at all levels in Wales to discuss and agree on skills and employment needs and priorities in the coming years. The process is enabling those involved to gain a better understanding of real and perceived needs in the region as a whole, and what provision is going to be needed to help the region develop. The Plan covers 6 local authority areas with both urban and rural demographics. As a result there is scope for regional solutions to be developed that could serve the needs of the smaller rural populations in close proximity to larger urban centres like Swansea, as well as the larger rural areas in west and central Wales.

**Welsh Government strategies**

**Prosperity for All**

This is designed to drive integration and collaboration across the Welsh public sector and put people at the heart of improved service delivery. The strategy sets out a vision and actions covering each of the key themes in the Programme for Government – Prosperous and Secure; Healthy and Active; Ambitious and Learning; and United and Connected.

It also identifies 5 priority areas – early years; housing; social care; mental health; and skills, which have the potential to make the greatest contribution to long-term prosperity and well-being. These are areas where it has been shown that earlier intervention and more seamless services can make a real difference to people’s lives.

These national objectives and priority areas provide a sound backdrop against the themes and objectives in this LDS for tailored local solutions to fill gaps around national and regional interventions as appropriate. Avoiding duplication of effort is essential due to the relatively small sums available for LEADER in Swansea’s rural areas.

**Skills and Employment Policy Statement and Implementation Plan**

The publication of the skills policy statement in February 2014 and implementation plan in July 2014 provided a clear picture of the direction of skills and employment priorities for the Welsh Government over the next few years. Fundamental to the
approach is dove-tailing with regional learning and skills partnerships and the ambition of joining up skills and employment delivery at local, regional and national levels. The regular publication of a footprint document setting out what will be delivered at what levels has been a useful tool for giving a steer as to where activities are best developed and delivered. As such inputs will be directed via the Regional Strategic Partnership in South West Wales as detailed above to ensure duplication is avoided. More recently following the oral statement from the Minister for Skills and Science in July 2017 there is a commitment from Welsh Government to develop the Employability Delivery Plan which will be underpinned by a new employability programme Working Wales to be delivered from April 2019. Efforts within the Councils Economic Development and External Funding service are already being undertaken to explore Community Led Local Development collaborative opportunities with existing employability provision, whilst also looking forward to future developments.

**Woodlands for Wales Strategy**

Woodlands for Wales (the Welsh Government’s strategy for woodlands and trees) sets out aims and objectives for all woodlands and trees in Wales - in both public and private ownership. The strategy looks at the role they play in delivering social economic and environmental benefits and also the contribution they can make towards addressing the impacts of climate change.

Overall, 13% of Wales is covered by woodland – 9% plantation and 4% semi-natural woodland. Data specific to the rural wards of Swansea is not available but there is nothing to suggest that the eligible area differs greatly from this mix. However, most of the main woodland areas in the rural wards are either in public ownership (particularly the Natural Resources Wales forest estate) or in sympathetic ownership/management (e.g. National Trust). Remaining areas tend to be small areas of woodland on agricultural holdings. Therefore, there is only limited scope for local delivery on the strategy through the LEADER programme. However, opportunities for small interventions in collaboration with the GLP are reviewed regularly.

**Community and Renewable Energy Policies**

The Welsh Government is committed to the ambitions set out in the energy policy document Energy Wales: A Low Carbon Transition. The vision for local energy in Wales is set out in Green Growth Wales: Local Energy. This outlines Welsh Government’s intention to develop a more sustainable approach to local energy production, distribution and use. In September 2017 the following targets for energy generation in Wales were announced:-

- 70% of Wales’ electricity consumption to be generated from renewable sources by 2030;
- 1 GW of locally owned renewable electricity capacity in Wales by 2030;
- New renewable energy projects to have at least an element of local ownership by 2020.

The LAG membership includes representation from this sector and a number of project applications within this heading have been reviewed by the LAG.
Food Tourism Strategy

Exploration of local food and its links with sustainable tourism form a fundamental part of the current LAG programme. This will build on previous work with local producers and end users in making links to new markets and building confidence in the sector. This includes working closely with Tourism Swansea Bay in a range of activities. Alongside a good package of tourism infrastructure and marketing investments, there is a great opportunity to help to further develop urban-rural links in terms of supply chains, in particular links to Swansea Market, perhaps the most successful indoor market in Wales. There are opportunities for the LAG to explore in strengthening the marketing and promotion of food tourism, with a focus on the rural offer.

Our Valleys, Our Future

The South Wales Valleys is one of the most distinctive areas of Wales – the Valleys are known for their history; their geography and stunning landscapes and for their culture. When we talk about the Valleys, we speak about close-knit, welcoming and friendly communities. However, the Valleys also face a unique set of deep-rooted challenges, largely caused by the decline of heavy industry and the end of coal-mining. The area falls behind the rest of Wales in economic terms; in terms of quality and length of life and in educational attainment and skills. Therefore, the Ministerial Taskforce for the South Wales Valleys has published a high-level plan, which outlines its priorities for the future i.e. ‘Our Valleys, Our Future’. The key priorities in the Plan are:

- good quality jobs and the skills to do them;
- better public services;
- my local community.

The LAG ensures that any LEADER project applications in the northern rural wards are aware of the strategy and how it can impact upon the proposed projects.

Well-being of Future Generations (Wales) Act 2015

This Act is about improving the social, economic, environmental and cultural well-being of Wales. The Act will make the public bodies listed in the Act think more about the long term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. This law means that for the first time, public bodies listed in the Act must do what they do in a sustainable way. Public bodies need to make sure that when making their decisions they take into account the impact they could have on people living their lives in Wales in the future. It will expect them to:

- work together better;
- involve people reflecting the diversity of our communities;
- look to the long term as well as focusing on now;
- take action to try and stop problems getting worse - or even stop them happening in the first place.
The seven well-being goals (‘the goals’) show the kind of Wales we want to see. Together they provide a shared vision for the public bodies listed in the Act to work towards. They are a set of goals; the Act makes it clear the listed public bodies must work to achieve all of the goals, not just one or two. These goals are:-

- A prosperous Wales;
- A resilient Wales;
- A healthier Wales;
- A more equal Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh Language;
- A globally responsive Wales.

The LAG adheres to these principles and is using these in an integrated approach in its means of working.

Other European programmes and funding streams

European Fisheries Fund

Swansea is the lead body for the Swansea Bay Fisheries Local Action Group (SBFLAG), with a Local Development Strategy for the European Fisheries Fund covering 4 Local Authorities i.e. part of Bridgend, Neath Port Talbot, Swansea and part of Carmarthenshire. The area ranges from Porthcawl Harbour to Burry Port. The SBFLAG have a strong vision i.e. ‘By 2020 we want to see successful, sustainable, economically viable fishing and associated industries, aware of its heritage, and well equipped to meet the current and future challenges.’

There is considerable opportunity to exploit these links in terms of encouraging sustainable production, supply chains and marketing/tourism potential. There is particularly good fit around making links between local food and other producers and local markets. The SBFLAG has supported a number of small scale but important projects to support the local fishing industry, as well as looking more widely at tourism and interpretation. This includes cold storage for catch at Swansea marina which should help to improve the supply chain to Swansea Market and other local outlets including the local restaurant trade. Importantly this is looking at integrating the needs of the local fishing fleet into the wider regeneration agenda for Swansea.

Gower Landscape Partnership (GLP)

The GLP is a £1.9m initiative aiming to inspire and help local people to look after Gower’s special and distinctive features. Principally funded through the Heritage Lottery Fund (HLF), the programme will come to end in 2018. Projects have included:-

- Recording and interpreting Gower’s industrial and cultural history;
- Conservation of natural habitats and built heritage features;
- Renewing traditional events such as wassailing and Mari Lwyd.
The first RDP programme supported the development of the programme and the first implementation projects. There is currently good integration with the LEADER programme and admin body support for the end of the project, with scope for LEADER to continue working with communities and businesses in the rural wards to develop and continue with legacy projects resulting from the GLP.

**European Regional Development Fund and European Social Fund**

A strategic approach is taken in Central and South West Wales to the development of local and regional proposals for ESF and ERDF support in the context of the Swansea Bay City Region and the Regional Learning Partnership for Central and South West Wales. The primary concern is to avoid duplication of national Welsh Government and UK-level support schemes. A critical step is enabling information flow around services and support available from national and regional schemes so that front-line practitioners including those funded via the LEADER programme are able to signpost effectively. The LEADER team work closely with Business Wales advisors to discuss these concerns and project development. This has led to many referrals to Business Wales as a result of the LEADER open window call in January 2017. This established working relationship is built upon by regular meetings with Business Wales.

**Transnational European programmes**

A range of opportunities exist to support transnational working. There are many options that would be appropriate to support implementation of this rural strategy, linking to wider developments across the region and Wales as a whole. Opportunities to work with micro-enterprises to support innovation and growth in productivity are present in several of the programmes including Ireland-Wales, INTERACT, North West Europe and Atlantic Area. Adaptation to climate change is another consistent theme. The primary benefit would be exchange of good practice and learning from other areas what has worked well.
SECTION 2 – FINANCIAL & COMPLIANCE

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Explain how the Local Action Group (LAG) intends to meet its financial and compliance based obligations. LAGs need to demonstrate that they have competent financial planning and will comply with all necessary legal and regulatory requirements.</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Linked to</th>
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<tr>
<td>Part of Section 3.11 of the LDS Guidance June 2014 (remainder to be covered under Section 4 – Management of Operation)</td>
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</tbody>
</table>

### 2.1 Management and Administration

The LAG designs and implements the LDS through a partnership approach to effect social and economic development. LEADER Implementation is the main funding pot for specific and focussed initiatives to be developed and delivered that will meet the objectives of the LDS.

The LAG has set up 3 sub-groups to assist them in managing the programme and the groups mirror the Rural Strategic Aims and Objectives. These are:

- Economy & Community;
- Tourism;
- Transport & Infrastructure.

The current list of LAG representatives (19) are as follows:

<table>
<thead>
<tr>
<th>NAME</th>
<th>ORGANISATION</th>
<th>SECTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alyx Baharie</td>
<td>Swansea Council for Voluntary Service</td>
<td>Third</td>
</tr>
<tr>
<td>Ant Flanagan VICE-CHAIR</td>
<td>Gower Power Cooperative</td>
<td>Third</td>
</tr>
<tr>
<td>Catherine Lewis</td>
<td>Tourism Swansea Bay</td>
<td>Private</td>
</tr>
<tr>
<td>Charlotte Toft</td>
<td>Gower Unearthed</td>
<td>Third</td>
</tr>
<tr>
<td>Chris Lindley</td>
<td>Swansea Council – Gower AONB</td>
<td>Public</td>
</tr>
<tr>
<td>Christine Thomas</td>
<td>Friends of Coedback Park – Pontarddulais</td>
<td>Third</td>
</tr>
<tr>
<td>Clare James</td>
<td>Swansea Council – Economic Development</td>
<td>Public</td>
</tr>
<tr>
<td>Cllr Andrew Stevens</td>
<td>Swansea Council – Champion for Rural Economy</td>
<td>Public</td>
</tr>
<tr>
<td>Cllr Paxton Hood-Williams</td>
<td>Councillor Fairwood Ward &amp; Three Crosses</td>
<td>Public</td>
</tr>
<tr>
<td>Deb Hill</td>
<td>Swansea Environmental Forum</td>
<td>Third</td>
</tr>
<tr>
<td>Geraldine Williams</td>
<td>Swansea Council – Tourism</td>
<td>Public</td>
</tr>
<tr>
<td>Hamish Osborn CHAIR</td>
<td>Natural Resources Wales</td>
<td>Public</td>
</tr>
<tr>
<td>John Davies</td>
<td>BayTrans</td>
<td>Private</td>
</tr>
<tr>
<td>Nick Guy</td>
<td>Wheelrights</td>
<td>Private</td>
</tr>
</tbody>
</table>
Membership above is current at November 2017 but over the next few months there will be open call for new members to be added or supersede some of the names above. Representatives from the Third or Private Sectors will be targeted. This recruitment will also include exploring the opportunity to engage special advisors, either in a geographic or skill sense. These advisors could become formal members of the LAG or simply in an advisory capacity.

Local Action Group terms of reference and duties

The following terms of reference for the Swansea LAG are written to comply with Regulation EC 1303/2013 Article 32 2(b) requiring Community Led Local Development (CLLD) to be led by local action groups comprising representation from public and private local socio-economic interests whereby no single interest group public or private represents more than 49% of the voting rights. Membership of the LAG was formed via a transparent application process in the spring of 2015.

Objectives

a) To build the capacity of local actors in Swansea’s rural areas to develop and implement projects (operations) including fostering their project management capabilities.

b) To agree and implement a non-discriminatory and transparent selection procedure and objective criteria for the selection of projects (operations), avoiding conflicts of interest and ensuring that at least 50% of the votes in selection decisions are cast by partners which are not public authorities. Selection by written procedure is possible.

c) To continually develop and review the LDS and to target available LEADER resources to local areas of need and opportunity by prioritising operations according to their ability to meet the objectives and targets of the LDS.

d) To prepare an ongoing project submission procedure.

e) To receive and assess applications for support in line with the agreed Strategy objectives.

f) To select operations, fixing the amount of support to be awarded and where relevant presenting the proposals to the body responsible for final verification of eligibility before approval.

g) To undertake detailed monitoring of implementation of the LDS which includes the following actions:
• Monitor and approve reports on progress in implementing the Strategy and identify gaps in provision;
• Monitor the activities taking place as part of the Strategy;
• Ensure that robust, good value for money and well developed projects are put forward and selected for appraisal and funded;
• Carry out specific evaluation activities;
• Promote the programme locally.

General

• Appoint a Chair and Vice Chair which is reviewed on an annual basis;
• Approve projects via an established and effective system for assessing projects and securing Welsh Government endorsement of them;
• Promote the programme and activity locally and engage with local communities;
• Carry out an annual review of the LDS, consult on it, and submit it to the Welsh Government for approval.

Membership

The membership of the LAG is subject to annual review in line with the review process for the LDS itself. This ensures that strategic interests at the table are reflective of the objectives of the current version of the LDS. An application process is used to form the membership of the LAG, and where appropriate for the co-option of additional members or advisors, in compliance with EC 1303/2013 Article 32 2(b).

The composition of the membership of the Group ensures that no single interest has more than 49% of the voting rights and be truly representative of relevant local public and private socio-economic interests. LAG Partnership members are informed from the outset of the need for them to represent their sector or interest rather than personal or organisational interests. The application process for membership is used to quantify the level of membership from public/private interests and ensure a cap on numbers from public authorities based on the total required membership.

The application process is advertised via existing RDP mailing lists and networks that have extensive coverage of actors in Swansea’s rural areas, and via the RDP website and facebook page.

The wider RDP circulation list is used as one of the means to ensure the wider group of stakeholders and interested parties are kept regularly informed of development. This includes updates on implementation of the strategy and opportunities to take part in consultations and operations.

Declarations of interest

• A declaration of interest form is circulated at every meeting and used to inform the composition of meetings for discussions of particular issues or operations;
• In cases of a specific declaration of interest relating to discussion of an item on the agenda or specific operation, a member with a financial interest is required to leave the room for that agenda item;
• Conflicts of interest are addressed by a vote following discussion with the Chair having the casting vote;
• The quorum position is carefully monitored in these situations to ensure that no single interest can represent more than 49% of voting rights.

Signing and complying with the terms of the Funding Agreement – The LAG:-

• Require sight of the duly signed Funding Agreement and receive and approve quarterly reports on performance against the requirements set out in it;
• Formally agree any and all changes to the Strategy and any significant changes to projects;
• Monitor compliance with this process to ensure that all significant changes are approved by the Welsh Government prior to implementation;
• Ensure that that full records of such changes are maintained and are readily available for inspection.

Overall delivery and management – The LAG:-

• Are clearly representative of the main partners having an interest in the Strategy;
• Take overall responsibility for the robustness of the project appraisal, selection and monitoring process;
• Receive detailed quarterly reports on progress against the aims and objectives of the Strategy;
• Take overall responsibility for the delivery and management of the programme locally;
• Oversee the delivery of projects;
• Approve annual progress reports from the Lead Administrative Body on the Strategy.

Regularity and Propriety – The LAG:-

• Draw up and follow rules on regularity and propriety, including rules for avoiding conflicts of interest in relation to the selection of projects for financial assistance and all other Partnership activities;
• Ensure its general policies reflect these rules and basic principles of propriety;
• Receive an annual report covering the Asset Inventory and holding;
• Consider the proposed disposal of any assets and seek the Welsh Government's approval of any such disposal prior to any disposal taking place.

Meetings

Frequency of meetings

The LAG meet on at least a quarterly basis, in line with the quarterly claim intervals agreed with WG. Further meetings are arranged at the request of the LAG should extraordinary items need to be considered. Meeting times and venues are notified to LAG members by the Administrative Body at least 6 months in advance.
Recording of meetings:

The minutes of the meetings are reported to the next meeting of the Swansea Economic Regeneration Partnership for information.

The order of business at each meeting are:-

- Receive any apologies for absence;
- Receive disclosures of interest;
- Confirm and sign the Minutes of the last meeting;
- Dispose of business (if any) remaining from the previous meeting;
- Report on progress on agreed projects;
- Consider new funding applications.

LAG members may nominate a named deputy and the Secretariat be informed when the deputy is chosen.

Quorum for meetings:

The quorum for a LAG meeting is one third of the membership to the nearest whole number. If at any time the number of members present falls below this the meeting is adjourned. The quorum takes account of the proportion of attendees from public, private and third sectors to ensure the necessary balance is achieved to comply with EC 1303/2013 Article 32 2(b).

The Secretariat keep a record of attendance for each meeting. Minutes of each meeting are kept and circulated to the LAG as soon as possible after each meeting.

Decisions by the LAG are made by show of hands with the Chair having the casting vote.

If members of the LAG Partnership have any direct and significant involvement with a proposed project being considered, then they declare this at the appropriate point on the agenda and revoke their voting rights for any vote on that project.

Terms of Reference for the 3 RDP LEADER sub-groups

General

The Swansea RDP sub-groups:-

- Appoint a Chair for each sub-group;
- Implement a non-discriminatory and objective criteria for the assessment of projects submitted and ensure those selected for support fulfil the aims and objectives of the LDS;
- Not have final decision-making powers regarding the support or funding of projects and instead, make recommendations to the LAG where final decisions are made.
Membership

- Members of the LAG are invited to put themselves forward for membership of the sub-groups;
- Final membership of each sub-group is decided by the Chair and Vice Chair of the LAG;
- Although a balanced approach is taken, there is no requirement for a sub-group to have a minimum composition of public / private members;
- Sub-groups are not subject to the same level of quorum as full partnership but for a meeting to go ahead there are at least three members present.

Declarations and conflicts of interest

- A declaration of interest form is circulated at every meeting;
- In cases of a declaration of interest, the respective member/s are required to leave the room for that point of discussion / agenda item.

Decisions / recommendations

- Decisions / recommendations are agreed by consensus where possible, if not then by majority vote with the Chair having the casting vote.

Recording of meetings

- Minutes of sub-group meetings are recorded and circulated to sub-group and LAG members as soon as possible after each meeting;
- The recommendations of the sub-group meetings are reported to the next meeting of the LAG by the Chairs of each sub-group.

Frequency of meetings

- The sub-groups meet on at least a quarterly basis, ahead of the scheduled full LAG meetings, and report back to the full LAG at this time;
- Further meetings are arranged as and when required by the sub-group and also at the request of the LAG should extraordinary items need to be considered. Meeting times and venues are notified to sub-group members by the Administrative Body.

Review

- Membership of the sub-groups is subject to annual review in line with the review process for the LDS itself. As such, these Terms of Reference are also reviewed annually.
# Project appraisal, approval and monitoring

All project activity underpinning the LDS is monitored formally by the LAG at regular intervals. The main tool for enabling effective monitoring is the distribution of Quarterly Monitoring Reports covering all expenditure and achievement against outputs. Reports include:

- A brief report on progress for the preceding quarter (Trackers);
- Expenditure to date;
- Project progress reports;
- Any other relevant information.

Interim results of evaluation activity on each project operating as part of the Strategy are fed back to the LAG or a designated sub-group for comment. This assists the LAG in building a view of how effectively activities are implementing the objectives of the Strategy. It also enables identification of remedial action needed where such activity is not meeting the desired aims and contributes to an overall improvement in capacity levels in the LAG and supporting structures.

Where projects are not achieving performance to profile, the LAG take appropriate action through the Administrative body to resolve the situation.

The Administrative Body undertakes its responsibilities as outlined above, including maintenance of the systems required to ensure satisfactory reporting on all aspects of delivery to Welsh Government as required.

The Administrative Body provide:

- Secretariat to the LAG;
- Preparation of reports and other associated documentation;
- Collation of administrative body claims and checking of backing information;
- Processing and submission of financial and output returns;
- Monitoring the administrative body budget codes for each funded project;
- Preparation and distribution of publicity.

For financial elements, to ensure separation of duties, Central Finance complete final checks on financial aspects of funding letters/amendment forms/claim forms and arrange for sign-off via the Head of Finance.

# Project Assessment Process and Criteria

The project assessment and approval process operates on an open call window at periodic times. It is based on needs identified by the Administrative Body officers on an ongoing basis.

The system for processing applications is as below:
Step 1: Completion of Project Idea Form (Form available on RDP website)

Step 2: Eligibility Check and Assessment carried out by LAG Official. If successful:-

- Recommendation to LAG sub-group and subsequent full LAG to invite a full application.

If not successful there could be a discussion:-

- on how to amend / improve the application which could enable another submission to be made;
- redirecting the application to another funding stream;
- rejecting with reasons made known to applicant.

Step 3: Applicant invited to submit a full application (Form available on RDP website)

Step 4: Full application form is:-

- checklisted by LAG officer;
- scored by appropriate sub-group and recommendation made to full LAG;
- LAG consider and make final decision.

Step 5: If successful Award of funding via formal funding notification letter.

In assessing projects, the LAG takes decisions on balancing demand against the needs outlined in the LDS and its aims and objectives.

Due to the limited funds available projects are expected to fall within a maximum of £30K but applications in excess of that are considered if they are strategic in nature. Applications below £5K are fast tracked by the relevant sub-group making a decision on whether to approve or not.

The current project assessment criteria main headings as contained in the full application form are set out below:-

Section 1 and 2. Applicant details

Section 3. Project Title

Section 4. Project Timescales

Section 5. Description of Project – Aims and SMART Objectives

Section 6. Project Management

Section 7. Key Target Groups / Beneficiaries that project will support

Section 8. Other Funding Sources

Section 9. Anticipated Benefits of the Project
Section 10. Wards Served by the Project

Section 11. Need and Demand for the Project

Section 12. Defining the Fit with Aims and Objectives of the LDS

Section 13. Cross Cutting Themes

Section 14. Summary of Project Costs

Section 15. Sources of Match Funding

Section 16. Any Welsh Government Match Funding

Section 17. Total Project costs for Delivering the Project

Section 18. Match Funding Contribution

Section 19. Project Costs Breakdown

Section 20. Engagement of Delivery Organisation

Section 21. Project Ownership

Section 22. Leasing Equipment

Section 23. Second Hand Equipment

The LAG regularly reviews the implications of the limited resources available and has agreed that prioritisation of resources are essential to gain maximum impact. As such, this means a more focussed approach to project development rather than a rolling window approach. The Administrative body staff work to the LAG and external stakeholders to identify priority activities for support to then develop into projects.

They also screen all applications for eligibility in line with the published LEADER Guidance and EC regulations.

Appendix A contains a synopsis of LAG approved projects (at November 2017) which have gone through the project assessment and criteria process as specified in this section.
SECTION 3 - DELIVERY

**Description**

Explain how the Local Action Group (LAG) aims to transfer its stated objectives into delivery on the ground. The LAG should have a clear plan that links the result, the outputs that deliver the result, what activities will take place to deliver the outputs, how and when those activities will take place, and who will be responsible for delivering them.

**Linked to**

Sections 3.4 (including intervention logic table), 3.8, 3.9, 3.10 and 3.12 of the LDS Guidance June 2014

### 3.1 Description of the strategy and hierarchy of objectives

During fortnightly meetings and workshops held with the LAG between January and March 2016 the group were determined to harmoniously agree its vision of what rural Swansea should look like in 2021. From these discussions the group sought to refine its strategic aims and objectives, whilst also considering the needs identified from existing networks and what was learnt from the implementation of the previous LDS. The refined and simplified strategic aims and objectives are outlined on page 29.

These objectives are intended to go wider than purely RDP Leader funding e.g. are utilised in any Rural Community Development Fund (RCDF) and Tourism Amenity Investment Support (TAIS) schemes that the LAG support and endorse or indeed may wish to apply to.

The strategic aims and objectives are consistent with the overall strategic context for the region. The establishment of the three sub-groups ensures that development opportunities and more detailed programme of actions are explored.

As such there is a need for ongoing consultation on these objectives and the strategy document overall to achieve better citizen engagement. This work continues through the establishment of three sub-groups that look in more detail at these needs and potential activities that will effectively deliver the strategy. The Swansea LEADER approved Swansea Rural Community Voice project (see Appendix A and also page 40 will greatly assist in citizen engagement over the next 18 months.
### TABLE 3: STRATEGIC AIMS AND OBJECTIVES

<table>
<thead>
<tr>
<th>RURAL STRATEGIC AIMS AND OBJECTIVES</th>
<th>LEADER THEMES</th>
<th>CCT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic Aim 1: Develop rural transport and infrastructure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objective 1:</strong> Support an integrated and diverse transport network</td>
<td>Themes 1, 3</td>
<td></td>
</tr>
<tr>
<td><strong>Objective 2:</strong> Support and develop accessible, fit for purpose services</td>
<td>Themes 2, 3, 4, 5</td>
<td></td>
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<td></td>
<td></td>
<td><strong>Conserving our natural environment, cultural and built heritage</strong></td>
</tr>
<tr>
<td><strong>Strategic Aim 2: Enhance tourism offer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objective 3:</strong> Enhance quality of local offer and improve marketing</td>
<td>Themes 1, 2, 5</td>
<td></td>
</tr>
<tr>
<td><strong>Objective 4:</strong> Encourage development of year round sustainable tourism offer across the rural area (especially food, crafts and recreation)</td>
<td>Themes 1, 2, 3, 5</td>
<td></td>
</tr>
<tr>
<td><strong>Strategic Aim 3: Deliver a strong economy and vibrant communities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Objective 5:</strong> Support development of a self-sufficient rural economy</td>
<td>Themes 2, 3, 4, 5</td>
<td></td>
</tr>
<tr>
<td><strong>Objective 6:</strong> Support and develop cohesive, resilient and engaged communities</td>
<td>Themes 2, 3, 4</td>
<td></td>
</tr>
<tr>
<td><strong>Objective 7:</strong> Enable digital connectivity</td>
<td>Theme 5</td>
<td></td>
</tr>
</tbody>
</table>

#### 3.2 Co-Operation and Networking

There is openness to exploring ways of achieving cooperation by working across boundaries to achieve common solutions. Current discussions with neighbouring authority areas of Neath Port Talbot and Bridgend have identified a number of possible areas where cooperation projects could be helpful. These include:

- Go Green for Health - encouraging people to be active in the outdoors to benefit their health and wellbeing;
- BEES project - Breeding Education Environment and Skills project;
- Craft Sector - Determine the potential and viability of project/s or schemes to enable collective craft sales supported through a craft network.

There is also a lot of potential still to be explored, particularly around supply chains, and high-profile opportunities for local rural produce such as to Swansea Market.
3.3 Description of Innovation

The opportunity to pilot new products, services or ways of doing things provided by LEADER through this LDS has great potential to act as a catalyst across Swansea and the wider south west region.

There is an increasing appetite in private, third and community sectors to ‘make a difference’, coupled with an imperative to find new and more cost-effective ways of providing services. There is demand from community councils and third sector groups to work on adoption of local services and also thematic demands around, for example renewable energy options. It is very apparent that local solutions depend on appropriate people, places and resources coming together at the right time to enable solutions to be developed. This has to be a bottom-up approach rather than top-down. Listening as opposed to looking is the way forward.

3.4 Action Plan

Please refer to the Intervention Logic Table. An update of this table will follow the planned spring 2018 review of outputs as detailed in section 6.1.

3.5 Promotional Activity

This section outlines the Communications Plan for the LDS in line with Welsh Government and European Union guidance and requirements. The main objective is to provide marketing materials and effective communications which raise awareness of LEADER, its purpose and benefits to the Swansea area.

Advertising programme opportunities

A number of inter-linked methods are used to advertise the support available through the programme. Engagement methods include:-

- RDP website www.swansea.gov.uk/rdp kept regularly updated;
- RDP social media channels such as facebook kept regularly updated;
- Promotion of networking opportunities and meetings through above and other communication channels;
- Presence at local events and shows such as Gower Show in August and other regular fixtures on the rural Swansea calendar of events;
- Promotion of activity via a distribution list containing over 250 stakeholders impacting rural Swansea;
- Presentations to interested parties and organisations;
- Factsheets and case study material produced and published as the programme progresses.
Continual iterative feedback is also employed between LAG and LAG Officials to assist specific targeting of groups and interests.

**Publicising results and impact of the Strategy**

Existing methods of summarising activities via the website will be continued. Press releases, advertorials in the local press and where capacity allows having a presence at local events and festivals also provides further avenues for promoting the results and impact of the Strategy as it progresses.

**Dissemination of best practice**

The range of methods outlined above are used to ensure examples of best practice are effectively shared locally, regionally and where appropriate, nationally. Regular reporting between LAG Officials and the LAG enables quick identification of suitable case studies for publication. Dissemination events are considered during the programme to bring people together to showcase good examples of best practice on a thematic or sectoral basis as required.

**Acknowledgement of European Union support**

All documentation across all media forms acknowledge European Union support through use of the agreed official logos, and the agreed wording formula for press releases and other written communications. EU support is also verbally acknowledged at events and meetings as appropriate.

**Annual Publicity of 9th May Europe Day**

Europe Day is acknowledged by flying the flag outside civic buildings, acknowledgement on the programme homepage on the Swansea Council website, and arrangement of appropriate activities and press notices to draw attention to Europe Day.

**Awareness raising for participants/enterprises**

All correspondence and communications with participants and enterprises receiving support from the programme are made aware of the EU funding contribution through the various measures outlined above. Any funding awards clearly acknowledge the specific programme, relevant EU regulations and use of logos.

**Liaison with Welsh Government RDP Communications team and Wales Rural Network (WRN)**

Liaison with central teams in Welsh Government is a beneficial way of ensuring national awareness of local and regional activity and ensuring that good practice can be shared and publicised effectively. Details of all approved Leader projects are supplied to the Wales Rural Network (WRN) for posting to their website. Early warning of events and press notices is given to Welsh Government colleagues to ensure maximum publicity for the RDP nationally and locally.
SECTION 4 – MANAGEMENT OF OPERATION

<table>
<thead>
<tr>
<th>Description</th>
<th>Explain how the Local Action Group and its elected Administrative Body has the capacity and resources necessary to successfully deliver on the planned results, output indicators and activities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked to</td>
<td>Part of Section 3.11 of the LDS Guidance June 2014 (remainder to be covered under Section 2 – Financial &amp; Compliance)</td>
</tr>
</tbody>
</table>

4.1 Management and Administration

Swansea Council is the local administrative body for the programme. The primary need in Swansea’s rural areas is for experienced facilitators able to work on the ground within communities with micro-enterprises, community groups and the wide range of other local stakeholders to build on the successes of the previous RDP and begin to tackle some of the more deep-seated unresolved issues that continue to stifle sustainable and balanced economic and social development in the rural wards.

The staff resource allied with a modest development fund over the programming period enables capacity building and feasibility work to take place, with funding for pilot projects to be supported to back that work up. The team structure is set out below:-

Administration and animation (25%)

Administration costs are worked out at maximum 10% of the overall RDP budget and 15% allocated towards ‘animation’ activity, i.e. promoting and evaluating the Strategy. In terms of staff costs, 1.15x FTE covers administration (0.65 FTE) and animation (0.5 FTE) working across administrative running costs and animation activity in relation to the Strategy. The staffing allocation is proportionate to the indicative scale of the programme, on the basis that there will be a smaller number of projects supported at local level and a simpler delivery structure set out below. Systems are established to keep audit trails fully compliant but as short as possible.

Leader programme delivery (75%)

Currently employed are 2 x FTE External Funding Programme Officers to work across the themes and objectives set out in the Strategy, responding to local need as the programme progresses. These officers have access to a £455k development fund set aside within the indicative 7 year allocation to enable funding of small experimental initiatives and activities during the programme. This equates to £65k per year and thereby focuses attention on small scale pilot projects that result from capacity building and networking within the rural wards and service centres.
A more focussed programme results from this structure, providing the resource for the LAG to enable a full programme of networking and consultation, direct feedback to the LAG, to enable proper discussion of priorities and sufficient administrative resource to manage the small number of resulting projects. The team work to the LAG to ensure a totally bottom up process of identification of the work programme and detailed interventions using the limited resources available. This model provides the best balance between staffing resources, expertise from the LAG, administrative and policy support from the Administrative Body to enable effective delivery of the LDS.

**Staff skills and training**

The complexity of the systems and procedures to run the programme necessitates a level of skills and training for new staff. The Principal European Officer is experienced in supporting delivery of a range of European-funded programmes, including the 2007-2013 RDP in Swansea. Good practice from the previous programme, developed with new guidance in place for the 2014-2020 round are used to up-skill new staff to ensure efficient programme delivery. Training is also available to new and existing LAG members to update them on the parameters of the programme.
### SECTION 5 – VALUE FOR MONEY

<table>
<thead>
<tr>
<th>Description</th>
<th>Explain how the proposed actions and expenditure outlined in the Local Development Strategy represent the best use of EU funds. Explain how the costs included are reasonable, such as the cost and number of staff required to deliver the proposed activities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked to</td>
<td>Section 3.4 and 4.0 of the LDS Guidance June 2014 Details of Section 3.4 have already been provided in Section 3 of this template (Intervention Logic)</td>
</tr>
</tbody>
</table>

#### 5.1 Financial Delivery Profiles

Running costs are capped at the defined percentages and 100% funded. The three posts identified Animation/Admin and 2 x External Funding Programme Officers are costs at Swansea Council Grade 6, 8 and 9 level with annual increments and including on costs at 35.5% including NI and pension contributions.

Match funding is identified at 20% from volunteer time and staff time from core funded Economic Development and External Funding Manager post. We do wish to explore indirect costs, which would form part of the match funding contribution. Temporarily the time allocation against the European Officer post has been increased to accommodate for this, but would be replaced by the indirect cost method once agreed.

### SECTION 6 – INDICATORS & OUTCOMES

<table>
<thead>
<tr>
<th>Description</th>
<th>Explain how the Local Action Group intends to deliver the result and output indicators identified and all associated targets.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked to</td>
<td>Section 4.1 of the LDS Guidance June 2014</td>
</tr>
</tbody>
</table>

#### 6.1 Monitoring and Results

A basic flat rate apportionment of outputs across the 5 National Leader Themes was made at the start of the project. However, the LAG have requested a detailed assessment in early 2018 to reconsider outputs in light of the 11 approved projects to date (See Appendix A) with their anticipated outcomes and also 6 projects currently in the assessment pipeline.

Eight national indicators are stipulated for LEADER activity, with four indicators contributing to Cross Cutting Theme. In this third iteration of the Strategy, proposed outcomes are indicative and will be subject to the review as outlined above. This will then lead to a possible open call window in Spring 2018 for new LEADER applications. The initial proposals set out below under each indicator will be subject
to the review referred to above and in the light of actual work with communities and beneficiaries.

1. Number of feasibility studies:

Based on discussions and workshops held with the LAG and stakeholders it became clear that a series of feasibility/scoping studies were required to look at a number of activities. This provides a strategic and cohesive approach to future interventions to ensure duplication is avoided. The current feasibility/scoping studies include:-

- Sustainable Transport Network for Rural Swansea covering road, walking, cycling and sustainable community transport;
- Rural Swansea Resource / Visitor Centre to identify and quantify the needs of businesses / enterprises / residents and visitors to rural Swansea;
- Viability of Community Carbon Offset Project to develop a social enterprise through planting of community grown, local provenance trees.

2. Number of networks established:

There is scope for a networking project under each of the five Leader themes. Subsequent operations will depend on how the LEADER programme unfolds. If networking and capacity building are successful, an operation to undertake a feasibility/scoping study may emerge. This could then be tested by one or more pilot projects. In addition, the Swansea Rural Community Voice project will establish a number of networks as the project is implemented.

3. Number of Jobs safeguarded through supported projects:

Jobs safeguarded is the most difficult output to fulfil given the small scale of the enterprises the programme intends to work with, usually fractions of Full-Time Equivalent posts. A targeted approach proposed through the 2014-2020 programme will be used.

4. Number of pilot activities undertaken/supported:

In line with a number of the feasibility/scoping studies the LAG are currently exploring, there is likely to be follow on work in terms of pilot programmes.

There are also direct pilot activities currently underway such as a Gower Community Tourism Ambassadors Pilot and Feasibility Study.

5. No. of community hubs:

The LAG will explore feasibility/scoping work that will look at existing facilities available and will identify opportunities for establishing new or improved hubs that will help build resilient and engaged communities.
6. No. of information dissemination actions/promotional and/or marketing activities to raise awareness of the LDS and/or its projects.

As outlined in the communications plan, the LAG and its officers carry out promotional events to disseminate information and funding opportunities. This is enhanced by the actual approved projects carrying out their own specific promotional activity.

7. Number of stakeholders engaged:

This is a difficult figure to quantify at this stage of project implementation. However a figure of 50 is anticipated across the strategic aims.

8. Number of participants supported:

The LAG will explore all means to ensure participants are supported through the implementation of the programme.

6.2 Evaluation Plan

Evaluating Performance against the LDS

The LAG and sub-groups at their quarterly meetings receive a comprehensive suite of information, which enables an on-going evaluation of performance. This includes:-

- A report on progress for the approved projects in the preceding quarter;
- A report on project applications working their way through the application process;
- A report on projects not approved;
- Expenditure to date against profile (including RDP grant and match funding breakdowns);
- Progress against outcomes;
- Update on promotional activity;
- Update on cooperation activity;
- Any other relevant information.

The limited levels of LEADER funding and its impact are discussed and prioritised by the LAG at each meeting.

Methodology to evaluate the benefits of LEADER activity

The LAG will work with the Welsh Government Research Monitoring and Evaluation (RME) team to follow best practice in evaluating the LDS and the LEADER programme. A session is scheduled for January 2018 with Welsh Government as part of the wider South West & Central Wales LAG officers meeting.

Initial thoughts are for an “interim” evaluation in 2018 with a final evaluation in 2021. The “interim” evaluation will consider:-
• Review the effectiveness of the governance arrangements between the Administrative Body and the LAG;
• Review the effectiveness of the LAG, its membership and its role in implementing the LDS;
• Assess the implementation of the LDS in relation to the evolving programme of work established on an annual basis by the LAG;
• Assess the impact of LDS delivery on the areas of work the LAG chooses to focus on, including specific workshops for LAG members and project sponsors as appropriate;
• Undertake fieldwork with beneficiaries of the LDS to assess the effectiveness of the programme;
• Make use of data collected by the Administrative Body and projects to help limited resources go further.

Details of Baseline data

Ideally a baseline report will be produced using the version of the LDS current at that point in the programme. Baseline information will be drawn from the characteristics section of the Strategy. It will also be possible where relevant to reference indicators to be agreed for the Swansea Bay City Region Regeneration Strategy and the Regional Delivery Plan for Employment and Skills of the Regional Learning Partnership for South West and Central Wales.

Explanation and justification of the chosen evaluation methods both during the life of the operations or activity (formative) and at the end of the operations or activity (summative)

The evaluation process will include an appropriate level of fieldwork (direct contact with project beneficiaries) linked back at every stage to implementation of and influence on the design of the LDS.

The evaluation will provide a ‘critical friend’ approach to challenge projects during implementation to enable scope for improvements during the lifetime of the LDS. The proposal for a thorough annual review of the LDS underlines the need for regular external challenge. The scope for an external evaluator to consider ‘piggy-backing’ on consultation opportunities, regular LAG meetings or project reviews to reduce costs will be considered.

A final summative report will be produced which builds on the 2018 evaluation and will provide an overview of the implementation of the LDS to identify successes, good practice and areas for improvement in any possible future programmes.

Discussions are on-going with other Local Authorities across South West & Central Wales on the possibilities for any regional joint work on evaluation.
SECTION 7 – SUITABILITY OF INVESTMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Explain the need and demand for the Local Action Group and the actions identified in the Local Development Strategy and whether this demand is already being met through existing provision. Explain how the Local Action Group will be able to successfully deliver the proposed activity.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked to</td>
<td>Sections 3.2 and 3.3 of the LDS Guidance June 2014</td>
</tr>
</tbody>
</table>

7.1 A description of the community involvement process in the development of the strategy

The LAG recognises the importance of engaging with stakeholders, individuals, communities, agencies and service deliverers in the design and delivery of the LDS.

Approx. 250 organisations are part of the mailing list created through our previous Rural Swansea Action LAG which is still operated and used to provide updates and exchange information. With these networks in place and a good level of understanding generated through participation in the current RDP across our partners and networks, there is a good level of engagement with our rural communities. Ongoing conversations around the existing programme have helped suggest amendments to the SWOT analysis and setting the current strategic themes and objectives for the Strategy.

The Swansea Rural Development Partnership continues to be well attended and has matured into its role as gatekeeper for the current LDS. Membership is currently undergoing a review and whilst the overall size of the group has to be kept manageable, the Partnership is open to new members. This review in tandem with this refreshed 2017 LDS ensures consistency with any new themes emerging and making the most of interest from new members willing to engage with the process. As part of the communications plan the following table highlights some specific actions the LAG and its officers will undertake throughout the development and implementation of the programme.

Communications Plan - Actions for RDP Development and Implementation

<table>
<thead>
<tr>
<th>Actions</th>
<th>Frequency</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swansea RDP website kept fully informed and up-to-date</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Consideration and development of specific Swansea RDP LEADER facebook and twitter account</td>
<td>As required</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Regular features on Swansea Council social media channels</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Activity</td>
<td>Frequency</td>
<td>Action 1</td>
<td>Action 2</td>
<td>Action 3</td>
<td>Action 4</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------------</td>
<td>-------------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Regular press releases and use of Swansea Local Authority Leader newspaper to promote good news stories</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Promotional literature and advertisements</td>
<td>As required</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Various Welsh Government e-newsletters such as Wales Rural Network Wales issued to LAG members to cascade onto their groups</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Publication of LEADER Approved projects on the Wales Rural Network website</td>
<td>As required</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Consideration of promotional You Tube clips for approved projects and outcomes</td>
<td>As required</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Presentations to various groups and interested parties</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>X</td>
</tr>
<tr>
<td>Attendance at rural events such as Gower Show held in August every year</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Attendance at Welsh Government / Wales Rural Network events which show case best practice/activity and subsequent dissemination to LAG and possible implementation</td>
<td>As required</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Use of approved LEADER projects such as Swansea Rural Community Voice for promotion of scheme and citizen engagement</td>
<td>Ongoing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Individual briefings for rural ward members, community councils etc.</td>
<td>As required</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
In particular, the LAG have funded a LEADER initiative termed ‘Swansea Rural Community Voice’. This project is in line with the LEADER approach to test new concepts / innovative techniques. The project is funded for 2 year period to assist the LAG further improve on community consultation and engagement in the 8 rural wards/communities and thus help the LAG achieve their RDP vision, aims and objectives. This will be achieved by establishing a Community Voice project, run by Community Organising Teams using VocalEyes Digital Democracy tools and other methods to engage local people.

It is anticipated the above will provide a new and truly innovative way of citizen engagement. This will add value to the tried and tested models as listed in the table.
### 7.2 SWOT Analysis to show development needs and potential of the proposed area

The following table presents a concise analysis of the current situation in rural Swansea, identifying the main opportunities and problems. These findings have led to the refinement of the latest strategic aims and objectives to provide the key priorities for interventions in rural Swansea. Please refer to section 3.

#### Table 2: SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Gower Area of Outstanding Natural Beauty</td>
<td>- Access to improvements to infrastructure and buildings from previous EU funding programmes, e.g. Felindre Business Park, numerous facilities across rural wards</td>
</tr>
<tr>
<td>- World-class natural environment</td>
<td>- Swansea City Centre</td>
</tr>
<tr>
<td>- Large areas of unspoilt coastal and inland environments adjacent to urban core</td>
<td>- Opportunities to evaluate community-based renewable energy options</td>
</tr>
<tr>
<td>- Large number of indigenous micro-enterprises in tourism, agricultural and crafts sectors</td>
<td>- Local networks and interest groups: tourism, food and crafts producers, Gower Landscape Partnership, AONB Partnership</td>
</tr>
<tr>
<td>- Popular annual festivals, e.g. Gower Show, Gower Festival</td>
<td>- To make better use of existing local facilities and infrastructure, e.g. develop visitor centre, and link with walking/cycling routes</td>
</tr>
<tr>
<td>- Range of integrated tourism marketing materials and small scale infrastructure from 2007-2013 programmes</td>
<td>- Efforts to be made to support community cohesion particularly in light of the refugee crisis.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Negative perceptions of ability to undertake development vis a vis planning requirements</td>
<td>- Decline of rural services</td>
</tr>
<tr>
<td>- Gaps in walking, cycling and poor availability of public transport</td>
<td>- Community population decline</td>
</tr>
<tr>
<td>- Availability of quality tourism facilities at key locations, e.g. parking or visitor facilities Communication / internet access / mobile phone network</td>
<td>- Prevailing memories of unsuccessful cooperation initiatives, e.g. Gower Growers</td>
</tr>
<tr>
<td></td>
<td>- Affordable housing – local residents being priced out of area</td>
</tr>
<tr>
<td></td>
<td>- Inappropriate developments</td>
</tr>
<tr>
<td></td>
<td>- Longer term sustainability of services and facilities</td>
</tr>
<tr>
<td></td>
<td>- Rural poverty in some wards</td>
</tr>
</tbody>
</table>
SECTION 8 – CROSS CUTTING THEMES

<table>
<thead>
<tr>
<th>Description</th>
<th>Explain how the Local Action Group will maximise its contribution towards the Cross Cutting themes of Equal Opportunities, Sustainable Development and Tackling Poverty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked to</td>
<td>Sections 3.6 and 3.7 of the LDS Guidance June 2014</td>
</tr>
</tbody>
</table>

8.1 Cross-Cutting Themes

This section sets out in broad terms the approach to applying the cross-cutting themes to implementation of the LDS. Further detailed actions and potential project activities are continually explored through the LAG and the LAG sub-groups. Some potential actions have been identified in the Intervention Logic Table with proposed cross-cutting themes highlighted.

Equal opportunities and gender mainstreaming

Equal opportunities principles are fundamental to the approach to delivering the Strategy. The starting point is the need to reduce injustice and promote social cohesion, providing the opportunity for all eligible beneficiaries to participate and use their skills and abilities to raise the level of GDP in Wales and address the imbalance in earning for women and men and others with protected characteristics. Examples include:-

- Careful marketing and promotion of consultation and networking events, targeting specific groups where appropriate;
- Tailoring content of sessions to the needs of particular target groups, using prior experience and research as appropriate;
- Careful selection of venues for events, meetings and other gatherings to maximise participation;
- Ensuring appropriate equipment is available to maximise participation (e.g. audio-visual, access, formatting and availability of documentation);
- Embedding equalities requirements in specifications for projects, activities and studies;
- Ensuring good transport access, e.g. public transport, allocation of disabled parking for park and ride;
- Avoiding any form of bias in literature.

Sustainable Development

Sustainable development is an integrated component of all proposed activities under the Strategy. Examples include:-

- Considering studies into alternative renewable energy sources;
• Exploring potential for shortening of supply chains; bridging urban-rural links; and access to local and sub-regional markets to reduce food miles and improve local identity;
• Influencing business and community practices to encourage sustainable approaches;
• Piloting of new approaches to service delivery in the community;
• Building on networks and developing them further to help bring communities and other interests together to solve common problems;
• Building on walking and cycling marketing and infrastructure improvements from previous rounds.

Tackling poverty and social exclusion

There are a number of critical issues facing rural communities, such as:-

• Fuel poverty affected by increasing energy costs;
• Rural isolation and distance from services;
• Access to transport;
• Economic inactivity;
• Affordable housing;
• Limiting Long Term Illness.

Means of addressing the above issues and priorities to the other cross-cutting themes could include:-

• Exploring options for widening access to services and community transport. The LAG has commissioned a Sustainable Transport Network for Rural Swansea Feasibility Study which will explore options for the joining up of existing transport links and community facilities, via the initial feasibility/gap analysis;
• Through the provision of rural bus services i.e. Gower Sunday Bus Explorer 2016 to 2019;
• Building on previous Youth Service interventions to encourage local groups to take on similar activities using local resources;
• Exploring potential for community-based joint service provision using existing models of best practice e.g. Llanmadoc Community Shop;
• Addressing fuel poverty issues through exploration of different forms of renewable energy;
• Exploring options for enabling digital connectivity for rural communities and enterprises where there is currently no provision of services. By supporting digital inclusion the LAG recognises that this not only helps lead to job creation through rural SMEs but will enable skills development within the community;
• The provision of financial and energy advice services to rural residents that will help prevent poverty within an aging rural population.

The above dovetails with the Swansea Council commitment to reduce poverty and its impact on residents as referred to section 1.2 of the LDS. The LAG membership includes representation from Swansea Council’s Poverty and Prevention Team.
This ensures an ongoing awareness of the challenges faced in rural areas and helps steer interventions that meet the Tackling Poverty agenda.

**Welsh Language**

As referred to in section 1, the levels of Welsh language skills varies greatly in the rural wards and so it is vital that the use of the Welsh language is embedded throughout the programme. Use of the Welsh language is stronger in northern parts of Swansea, co-terminus with neighbouring authority areas of Neath Port Talbot and Carmarthenshire. There is scope to explore the potential for cooperation projects around the theme of the Welsh language.

The LAG has clear procedures on the Welsh Language when funding is awarded. These include:-

- Ensuring that those who apply for funding are given clear information about the Welsh language requirements in the explanatory notes/guidance provided to them with application forms, explaining how those requirements will be considered within the assessment of the grant applications;
- Ensuring that grant application forms ask applicants to explain what use will be made of the Welsh language within the funded activity;
- Ensuring that funding application assessment procedures consider to what extent the applicants intend to use the Welsh Language within the funded activity;
- Ensuring that letters offering funding set out clear conditions in relation to the Welsh language as part of the offer;
- Helping applicants to understand the requirements in terms of the use of Welsh and where appropriate, supporting those who receive funding to ensure that appropriate use is made of Welsh within the funded activity;
- Establishing monitoring systems to ensure compliance with those conditions, seeking regular reports as appropriate and addressing any weaknesses at an early stage and in a constructive manner where possible, reserving the possibility of withdrawing funding to serious cases.

### 8.2 Supporting the Uplands

Geographically there is limited scope for the Swansea Rural Strategy to contribute to supporting the uplands area. However, opportunities to work on themes of common interest will be explored through cooperation activity across the region.
SECTION 9 – LONG TERM SUSTAINABILITY

<table>
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<tr>
<th>Description</th>
<th>Explain the potential of the Local Action Group to continue the proposed activity beyond the lifetime of the Programme.</th>
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<td>Section 5.0 of the LDS Guidance June 2014</td>
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9.1 Mainstreaming Plan

Programme level

The communication plan set out in section 7.1 details various ways that information on successful actions is disseminated. This communication plan and activity will be stepped up in early 2018. With a number of projects now completed and on-going, there is an opportunity to promote real activity and outcomes as opposed to a simplistic promotion of a strategy. Linking both together will be the key focus for the 2018 push and will be implemented through the communication plan.

The LAG ensures consistent and effective dissemination of programme information and results. This is achieved through refined, more concise documentation targeted around the programme themes and disseminated through the channels in section 7.1. It is important to continue the promotion and dissemination of information on the delivery of successful actions beyond the programme period, whether this is the transfer of knowledge and best practice, new approaches or developing new products or services. The LAG will strive to do this to help ensure a legacy for the work of the LAG in rural Swansea.

Mainstreaming by communities and businesses

The primary tool for mainstreaming is adoption of newly piloted methods by local businesses and communities. The best legacy of any support programme is its success meaning it ‘works itself out of a job’. The ‘animation’ of an area, even the relatively small rural wards and populations is a big task compared to the resources available. Effective networking and building of relationships and cooperative approaches to finding solutions and piloting approaches to rural economic development are the core aim of the programme.

Adoption of the approaches is the best mean of mainstreaming. In some cases additional larger scale funding may need to be sought to roll out a proposal on a wider basis, perhaps with cooperation funding, or by accessing other funds such as the other European Structural and Investment Funds. In particular Rural Community Development Funds (RCDF) and Tourism Amenity Investment Support (TAIS) are key funding strands that are being actively explored. Implementation of actions through groups formed through LEADER processes and existing umbrella organisations e.g. Tourism Swansea Bay are an important means of achieving this.
New approaches to service delivery

Public sector mainstreaming could be more difficult to achieve in view of shrinking resources. However, new approaches to service delivery that could involve community adoption of basic services, as well as testing approaches for local ‘hubs’ could result in entirely new ways of working that result in public sector cost savings and more active buy-in from local communities to delivering the services they require at local level. Opportunities for mainstreaming and dissemination are actively explored and discussed throughout the programme.

SECTION 10 – DECLARATION AND SIGNATURE

I am acting with the authority of the Local Action Group and certify to the best of my knowledge and belief the information provided in this Local Development Strategy application and supporting documentation are true and correct and the application for financial assistance is for the minimum required to enable the project to proceed.

I undertake to notify the Welsh Government in advance of carrying out any changes to the nature of this project.

I also confirm that I am not aware of any reason why the project may not proceed and that the commitments and activities can be achieved within the timescales indicated.

Local Action Group (LAG) Representative

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<tbody>
<tr>
<td>Name:</td>
<td>HAMISH OSBORN</td>
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<tr>
<td>Chair/Deputy Chair LAG:</td>
<td>Chair</td>
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Administrative Body Representative

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<tr>
<td>Name:</td>
<td>PAUL JONES</td>
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<tr>
<td>Position in Administrative Body:</td>
<td>LAG Administrative Body Lead Contact</td>
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Appendix A

RDP Leader Approved Project Synopsis – at November 2017

Swansea Leader ref 01: Gower Sunday Explorer 2016
The provision of a revised and improved bus service between Swansea and Gower on Sundays in mid and high season, building on the success of similar services over the past five years. To develop the visitor travel market and visitor economy and improve accessibility for local residents.

02: Killan Community Solar
To identify and secure a suitable funding package for a community owned solar installation. It forms part of a larger schedule of works to develop and construct a 1MW community owned solar scheme.

03: Swansea Rural Community Voice
To improve on community consultation and engagement of the eight geographic rural communities. This will be achieved by establishing a Swansea Rural Community Voice project, run by Community Organising Teams using VocalEyes Digital Democracy tools and other methods to engage local people.

04: Gower Sunday Explorer 2017-2019
The continued provision of a revised and improved bus service between Swansea and Gower on Sundays in mid and high season, building on the success of similar services over the past five years. To develop the visitor travel market and visitor economy and improve accessibility for local residents.

05: Digital Marketing for Sustainable Transport in Rural Swansea
By creating a first class interactive information service on more sustainable means of travel to and around rural Swansea, the project aims to attract more visitors and more travel by local residents by means other than the private car.

06: Gower Community Tourism Ambassador Pilot and Feasibility Study
To coordinate, deliver and manage a pilot community tourism ambassador scheme on Gower; and Conduct a feasibility study into rolling out a wider scheme across Gower and other areas of rural Swansea.

07: Rural Swansea Resource / Visitor Centre Feasibility Study
To carry out an independent and comprehensive assessment to identify and quantify the needs of businesses / enterprises, residents of, and visitors to rural Swansea, in relation to the development and use of dedicated facilities and services with the aim of supporting the rural economy, with special regard to the tourism sector.
**08: Iron Age Roundhouse Education Facility**
To provide a permanent education facility as an access point for the delivery of cultural and landscape heritage. This includes an interactive experience for schools and the community. It will also be an attraction for tourists. The focus will be the iron age, which is a critical turning point for welsh heritage.

**12: Community Supported Agriculture**
Creating a self-sufficient rural economy through job and training opportunities, community engagement, education, trade & environmental improvements.

**13: Sustainable Transport Network for Rural Swansea Feasibility Study**
A study aimed at producing a sustainable integrated transport strategy, designed to improve access and connectivity for rural Swansea. The study would identify gaps in the current provision and suggest where the network can be developed and enhanced.

**16: Feasibility Study to investigate viability of Community Carbon Offset Project**
To develop a community led, not for profit social enterprise offering carbon offsetting through planting of community grown, local provenance trees. The feasibility study will be the first stage in developing this innovative project into a robust, self-sustaining business model that maximises social and biodiversity values.

Please Note: As new projects are approved, the above list is updated and can been viewed at the Swansea Council RDP website [http://www.swansea.gov.uk/rdp](http://www.swansea.gov.uk/rdp)