

Workshop

**Different approaches to bringing
Projects forward, communications and
marketing, support to develop projects with
potential beneficiaries**



The European Agricultural
Fund for Rural Development:
Europe investing in rural areas.

Workshop Outline

This workshop explores methods of engaging potential project sponsors to bring projects forward to LAGs, and project development techniques pre application to provide LAGs with high quality project applications for consideration

Group Work

- LAGs need to engage as many and varied project sponsors as possible to fulfil the Leader approach of “bottom up, community led”
- Where do projects come from – Who are your Target Audiences
- What Key Actions do you need to carry out to engage target audiences
- What will be your Key Messages
- How will you do it?
- What resources will you need?
- What support exists to develop projects?
- Are we here to develop projects or just approve them?

Where do projects come from – Who are your Target Audiences

- LAG Members
 - Voluntary and community sector
 - Agricultural landowners / managers
 - Individuals and communities
 - Small businesses
- Parish and County Councils
- Regional and sub regional authorities
- RDAs
- Business Link
- Natural England
- Forestry Commission
- Other Funders

Key Actions

LDS and Delivery Plan

Establish LAG
Marketing Group

Marketing and
Communications
Strategy

Budget and staff

Resource allocations

Key Messages

■ LAG Objectives

- Capital and revenue funding is available for rural development projects
- The Leader approach provides support from project development through application submission into project delivery
- The Leader approach delivers specific measurable projects giving direct economic outputs with social outcomes

How will you do it?

Press Releases

Promotional Literature

Case Studies

Presentations

Event Attendances

Website and Internet Presence

Annual Report

What resources will you need?

Coordinator / LAG members / Lead
Body – Training implications

Budget

Equipment - Projector and screen

Marketing – Literature / Posters / Photographs

What support exists to develop projects?

Developing projects or just approving them?

Local Voluntary and Community Sector

LAG members – promotion / mentoring / critical friends

Other funders

Lead Body

Other RDPE deliverers

RDAs

Business Link

Business Models – Addressing Sustainability – Life after Leader

Local Knowledge and Strategic Context

RDPE Leader Objectives – how do projects help us meet our targets – LDS / Delivery Plan – does the applicant help us or do we help them?

Forms Discriminate – How does our application process stop people applying – Language / Jargon / Accessibility

One size does not fit all

Monitoring, evaluation and review

Questions

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