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Introduction

- ◆ New LAG and first LEADER programme
- ◆ “Starting from scratch”
- ◆ Priorities
 - Improving access to basic services
 - Delivering village renewal
 - Conserving and upgrading of rural heritage to increase tourism

Getting started

- ◆ LAG Communications Group
- ◆ Communications Plan
- ◆ Mass release of information (press, local networks)
- ◆ Local launch
- ◆ Surgery events – LAG led

Spreading the message

- ◆ Word of Mouth – an active LAG
- ◆ Get to the RIGHT meetings
- ◆ Parish magazines and newsletters
- ◆ Ward Councillors
- ◆ Support from partners

Spreading the message

- ◆ LAG newsletter
- ◆ Website
- ◆ Press releases/ PR support
- ◆ Events, fairs and festivals
- ◆ Additional support workers

Keeping it simple

- ◆ Regular Decision Making Panels
- ◆ Quick turnaround on feedback
- ◆ Ongoing support for applicants
- ◆ Simple application process
- ◆ Straight forward claim process (1/2 page)
- ◆ Friendly monitoring system

Future plans

- ◆ Local conference
- ◆ Greater investment in marketing
- ◆ Snowball effect – successful projects
- ◆ Opportunity to piggy back other local/national events
- ◆ Challenges – North East Lincs

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