

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

MAY 2020

**DELIVERING THE RDP LEADER PROGRAMME
IN SWANSEA**



Location: Lliw Reservoir, Mawr Ward

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LOCAL DEVELOPMENT STRATEGY IMPLEMENTATION TIMESCALES

Start Date	1 July 2015
End Date	30 June 2023

Preface:

Please note this is the fourth version of the LDS. Two earlier editions, dated September 2014 and March 2016, covered in detail the setting up of the programme and the various administrative systems. A further, third, November 2017 version retained some of this information but also more accurately reflected the, then, current position with the programme and delivery.

This fourth edition brings us up-to-date and reflects the resolution by the Swansea Rural Development Partnership to align this strategy with the One Planet framework and approach. It was compiled by Helen Grey, External Funding Programme Officer. v4, May 2020.

Copies of the previous LDS are available upon request from RDPLLeader@swansea.gov.uk

Table of Contents

Foreword from Chair of Swansea RDP	Page 4
Introduction	Page 5
Setting the scene: Introduction to the ‘One Planet’ approach	
Section 1 – Strategic Fit	Page 8
1.1 Definition of the area and population covered by the strategy	
1.2 Description of the Integration	
Section 2 – Financial and Compliance	Page 36
2.1 Management and Administration	
Section 3 – Delivery	Page 42
3.1 Description of the strategy and hierarchy of objectives	
3.2 Co-operation and Networking	
3.3 Description of Innovation	
3.4 Action Plan	
3.5 Promotional Activity	
Section 4 – Management of Operation	Page 50
4.1 Management and Administration	
Section 5 – Value for Money	Page 53
5.1 Financial Delivery profiles	
Section 6 – Indicators & Outcomes	Page 53
6.1 Monitoring and Results	
6.2 Evaluation Plan	
Section 7 – Suitability of Investment	Page 57
7.1 A description of the community involvement process in the development of the strategy	
7.2 SWOT Analysis to show development needs and potential of the proposed area	
Section 8 – Cross Cutting Themes	Page 62
8.1 Cross Cutting Themes	
8.2 Supporting the Uplands	
Section 9 – Long-term Sustainability	Page 64
9.1 Mainstreaming Plans	
Section 10 – Declaration and Signature	Page 66
Section 11 – Appendices	Page 67

FOREWORD FROM CHAIR OF SWANSEA RDP

The LAG developed our first Local Development Strategy (LDS) back in 2014. The strategy and subsequent updates have served us well, guiding us in our work to support a diverse range of dynamic and innovative projects. Since it was first drafted, however, the local and global context has moved on and we have learnt a great deal as a group about how we approach our task.

Our refreshed LDS is significantly different. In recent years Wales' ground-breaking legislation, the Wellbeing of Future Generations Act, has become central to the way the public sector and many partnerships work. It has set Wellbeing Goals and Ways of Working that are shaping the way we do business and the outcomes we are striving to achieve. The threat that climate change presents to us all has finally been acknowledged and a Climate Emergency has been declared. The impact we are having on the global ecosystem has similarly resulted in a Nature Emergency being recognised by many. As I write, working from home under lock down due to the corona virus pandemic, the value of strong communities, locally produced foods, rural-based services and strong independent business is being brought into sharp focus like never before.

As a key agent of change, the LEADER programme has a unique opportunity to stimulate projects and initiatives within rural Swansea. Given that our work is guided and shaped by the LDS, the LAG felt we needed to reflect the change in local and global context in our revised strategy by placing sustainability and community resilience at its heart, as central guiding principles. To do this we adopted the One Planet approach to the review.

We look forward to continuing our work with the rural Swansea community as we deliver this refocussed strategy. We will invite and seek opportunities to support the development of more new and innovative projects that help us achieve the vision we have for the area – for better, more prosperous, sustainable and resilient communities.

Hamish Osborn
April 2020

INTRODUCTION

Setting the scene for the One Planet approach to this LDS

As well as celebrating the wonders of life on Earth - the diversity of nature, landscapes, culture and people - we are now also fully aware of the impacts we are having on the fabric of Earth's life support system, the very thing upon which our economies and well-being depend. Additionally, we now face the shock of the coronavirus pandemic and the unprecedented changes it has brought about. The response to both crises, short- and long-term, has at its heart the resilience of communities and their ability to adapt; central premise to this new, refocussed One Planet strategy. Indeed, globally, there have been many reports linking outbreaks such as with coronavirus to the impacts we have on our natural world, and world leaders are putting the case forward for a 'green' recovery from coronavirus. RDP / LEADER funding will be essential in the coming months to help rural areas recover from the impact of coronavirus. It too is needed to encourage and facilitate change in response to the climate and nature emergencies.

What is a 'One Planet' approach?

A useful metric to measure our impact on the planet is the 'Ecological Footprint'. Put simply, it illustrates for the demand on and supply of nature. In more detail, it gauges our demand for natural resources and the waste products that result from their use against the ability nature has to meet that demand, absorb waste and, *crucially*, regenerate.

Another way to express this is the *capacity* of the Earth to provide all that we need throughout our lives - from fresh air, clean water, and healthy soils, to energy, roads, buildings, food and clothing, etc.

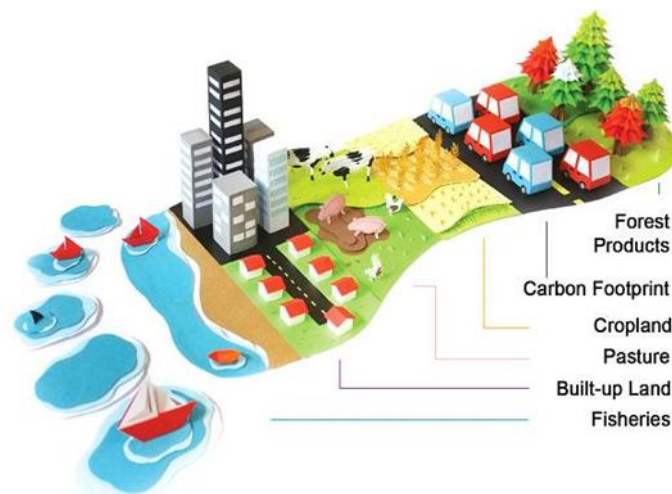


Figure 1: Illustration of an Ecological Footprint

This *bio*-capacity is measured in 'global hectares' (gha) - a hectare is about one rugby pitch. Using information about lifestyles and consumption, we can calculate how many gha are used on average per person. We can then deduce the number of 'planets' worth of biocapacity (i.e. natural resources) that would be needed if

everyone on planet Earth lived the same way. Similarly, an ecological footprint can be calculated for an organisation, community, city, or country.

The size of the footprint, number of gha, illustrates the total impact. It is split into segments representing different areas and sources of impact as shown in the picture above. To picture this, imagine walking on sand and the difference in size of footprint you leave behind when walking lightly and barefoot compared to if you were wearing big, heavy boots.

The key question is - how many global hectares of biocapacity are available and how many are we using?

In 2016, the world average ecological footprint was 2.8 gha *per person*; this equates to a total of 22.6 billion gha globally. With a world average biocapacity of just 1.63 gha *per person*, or 12.2 billion gha globally, we have a **deficit of about 1.1 gha per person**. In Swansea, the average footprint per person is 3.25 gha. This means that if everyone in the world lived as we do in Swansea, we would need 2.5 planets worth of natural resources to fuel our lifestyles. Clearly, we have no choice but to reduce our impact. The consequences of not doing so are now very well understood and documented, and is acknowledged by the hundreds of climate and nature emergency declarations made globally including across Wales and by Swansea Council.



Figure 2: If the rest of the world lived as we do in Swansea and Wales, we would need 2.5 planets worth of natural resources to support these lifestyles

Of course, we only have **one** precious **planet**, and this is where the One Planet approach comes in and why Swansea RDP has used it to inform this strategy.

How we reduce our ecological footprint?

The high footprint of Swansea is obviously unsustainable. This is not just in terms of global fairness, but because parts of the world we rely upon for goods and services may soon be unable to provide them when, as widely believed, we move towards a global temperature rise of more than 1.5°C above pre-industrial levels that will undermine our ability to meet our needs.

If we can (1) reduce consumption, or (2) achieve the same level of service with fewer resources and impacts, we will reduce our footprint. If a service can be provided with less impact - say, a zero carbon house, or walking instead of using a car, or growing organically, or a totally recyclable product - then our quality of life can remain the

same or even improve and with less impact on the planet – a *win-win*. We can also (3) encourage more nature in our area, and improve soil fertility, and this will help increase biocapacity. Promoting these three kinds of ‘wins’ is therefore the goal of a ‘One Planet’ framework. This thinking has informed our new aims and objectives and is where the work of the Partnership and our stakeholders will be focussed.

If we can also measure the impact of our activities this helps to give confidence that we are focusing our efforts on where they make the most difference.

Looking to the future

A resilient local economy, which considers and takes action to mitigate and adapt to impacts of climate change and now also coronavirus, can provide good livelihoods for people, using their fair share of resources, whilst responding to short-term shocks and long-term changes. It involves more local procurement of goods and services and making new, localised supply chains. Making these supply chains as circular as possible means they are designed so that waste is minimised, reused or recycled – keeping more resources available locally. They should use as little energy as possible and the energy should be provided from sustainable sources. Other benefits can result such as more and more meaningful jobs, reduced transport, healthier watercourses, soil and air, increased biodiversity and improved well-being.

SWANSEA RDP VISION

In keeping with the ‘One Planet’ approach outlined above, our vision looking 10 – 15 years ahead is for the rural wards of Swansea to take steps to mitigate, adapt to and protect themselves from the climate and nature emergencies and other crises, such as the coronavirus pandemic.

Our Vision

We want a ‘One Planet’ future for rural Swansea that:

- increases community resilience and self-reliance by producing more of what it consumes;
- does this in a way that's less damaging to people's health and the environment;
- supports more abundant natural resources and biodiversity;
- encourages an end to needless waste;
- yields more local and meaningful jobs;
- gives greater protection from the possibility of disruption in the rest of the world in the environment, trade and the economy;
- reduces the area’s ecological and carbon footprints.

Our Strategic Aims and Objectives, detailed in Section 3.1, define how we in collaboration with our stakeholders will work towards this achieving vision.

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

Geography

Rural Swansea Wards

The local authority area of Swansea Council is a unique combination of urban and rural settings on the south coast of Wales. Swansea city centre is bordered by rural areas, with the Gower peninsula to the west and the wards of Llangyfelach, Mawr and Pontarddulais to the north. The Gower peninsula 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.

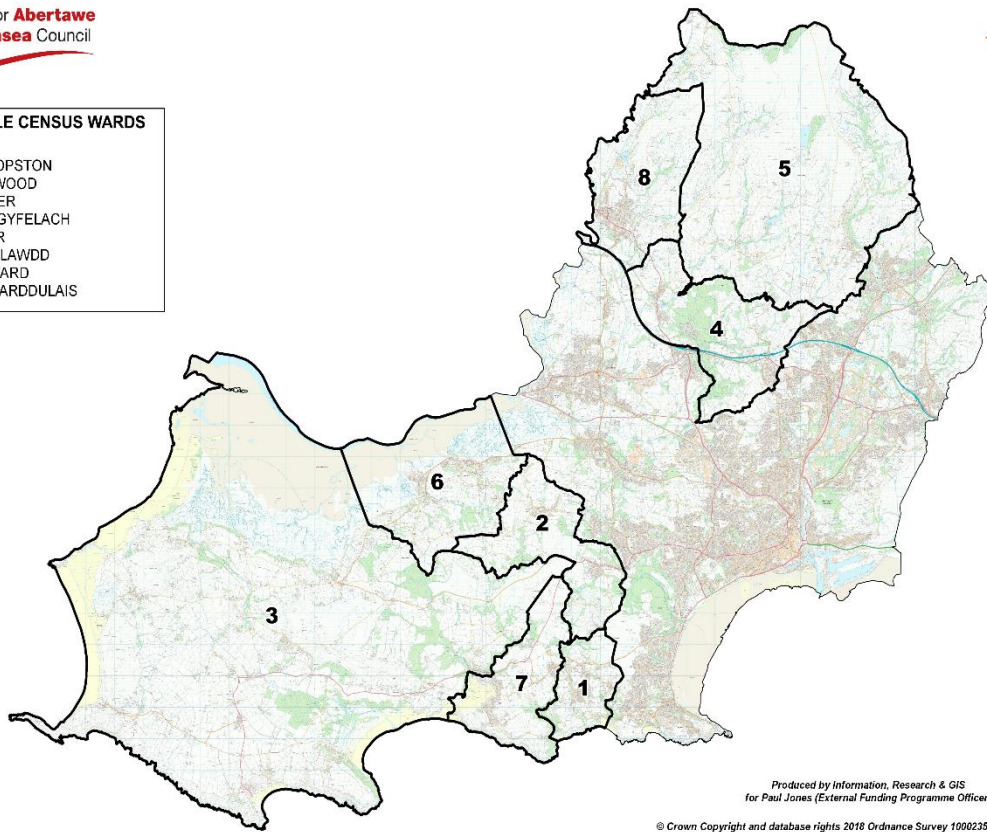
Rural Swansea is identified as 8 rural wards with a total land area of 248.98 km² (2011 census). The rural wards are characterised by significantly smaller populations and lower population densities than the urban wards.

The eight fully eligible rural wards are:-

- Bishopston;
- Fairwood;
- Gower;
- Llangyfelach;
- Mawr;
- Penclawdd;
- Pennard;
- Pontarddulais.

ELIGIBLE CENSUS WARDS

- 1 - BISHOPSTON
- 2 - FAIRWOOD
- 3 - GOWER
- 4 - LLANGYFELACH
- 5 - MAWR
- 6 - PENLAWDD
- 7 - PENNARD
- 8 - PONTARDDULAIS



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for Paul Jones (External Funding Programme Officer)

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1. The two main settlements in the **Bishopston** ward are Bishopston and Murton. They both experienced significant expansion during the 20th Century, particularly during the period between the two World Wars and from the 1960s onwards, growing from two small villages into almost a continuous urban area. Bishopston is one of the largest villages on the Gower peninsula. Despite this urbanisation, the ward has retained its rural, green feel and is a much sought after suburb. Most dwellings are detached or semi-detached and privately-owned. On the ward's coast, Caswell Bay, in particular, attracts people because of its easy accessibility and visitor facilities. Other beaches, such as Pwll Du and Brandy Cove, can only be reached on foot.

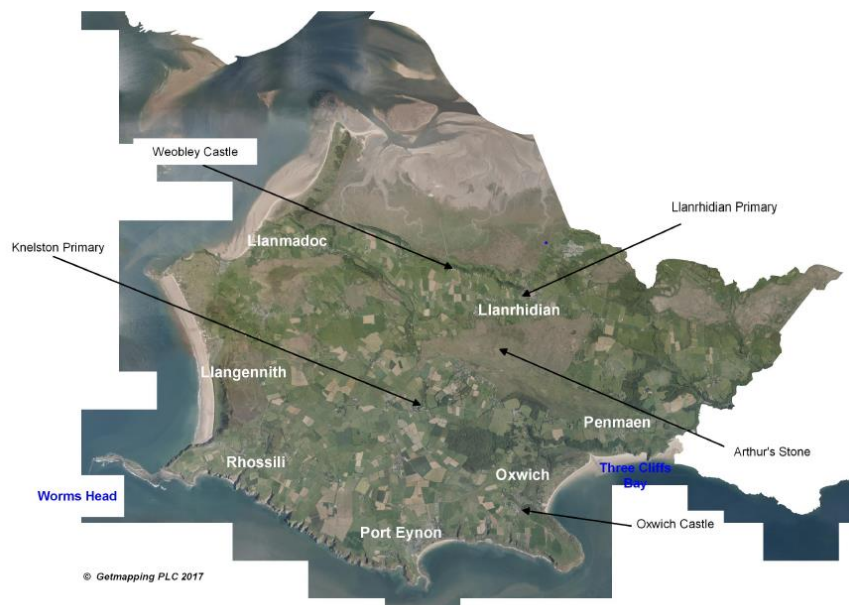


© Getmapping PLC 2017

2. There are two main concentrations of housing in **Fairwood** ward – Three Crosses and Upper Killay. Both settlements became established in the 19th and early 20th Centuries as dwellings were built to accommodate local farm and colliery workers. The end of the Second World War saw further expansion of both settlements and the development of semi and detached dwellings as the areas became popular suburbs of the city. Over 80% of residential accommodation is privately owned, with almost half owned outright.

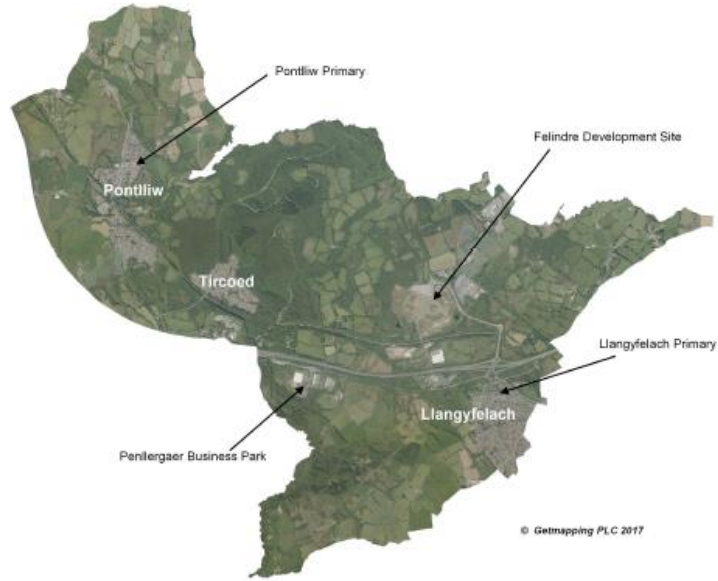


3. **Gower** ward forms the more remote western part of the Gower Peninsula. Until the second half of the 20th Century it was largely made up of scattered small farming communities, each with their own distinct character.



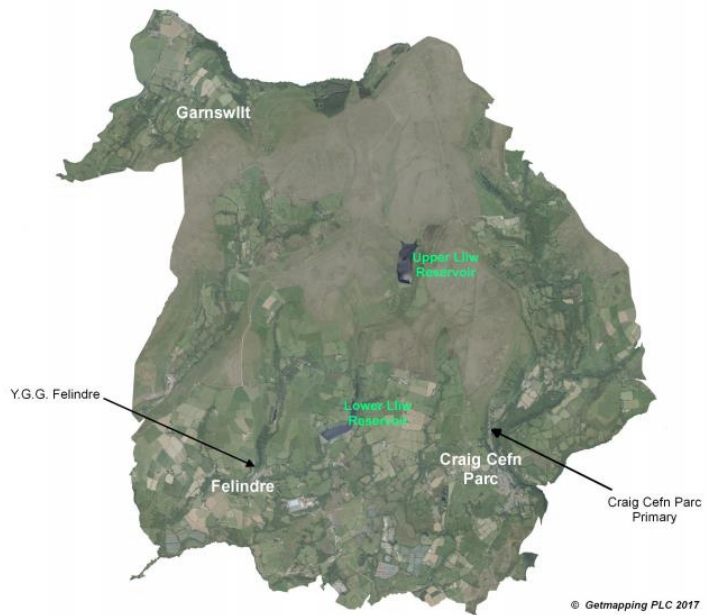
Suburbanisation has seen the expansion of some of these villages, although the strict planning regulations of the Gower AONB have restrained housing development. Many of the settlements have retained their historic core and are designated as Conservation Areas. Due to the beautiful environment and restricted number of homes available, house prices in the area tend to be very high. Modern detached dwellings and converted character homes make up the majority of the upper end of the housing market.

4. **Llangyfelach** is a mainly rural ward dissected by the M4 motorway. The present settlement pattern reflects the area's industrial activity from its early roots in coalmining through to the development of the Felindre tinsplate works in the 1950s, which was the site of the 2006 National Eisteddfod, and is now the focus of ambitious redevelopment and investment plans.

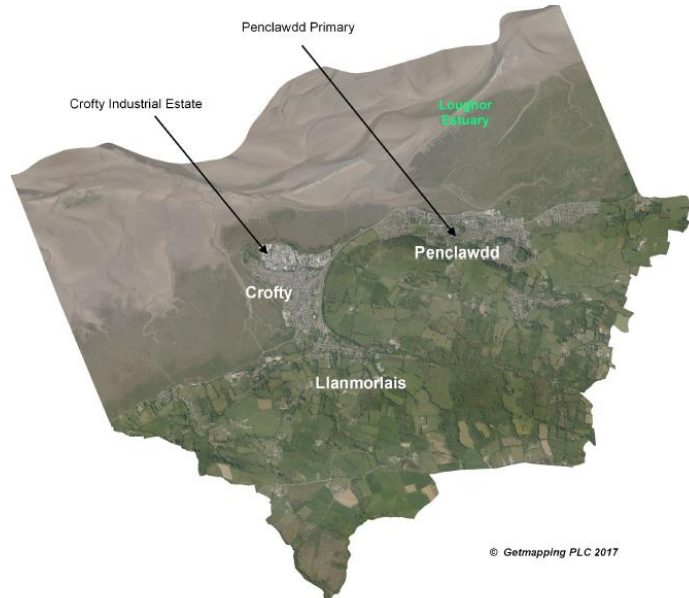


Llangyfelach locality, south of the M4, effectively merges with the north west of Mynyddbach and can also be linked to the area's heavy industrial expansion. The area along the eastern flank of Swansea Road has seen significant residential development over recent decades. Tircoed Forest Village, north of Junction 47, is the area's other main settlement, developed in the mid-1980s.

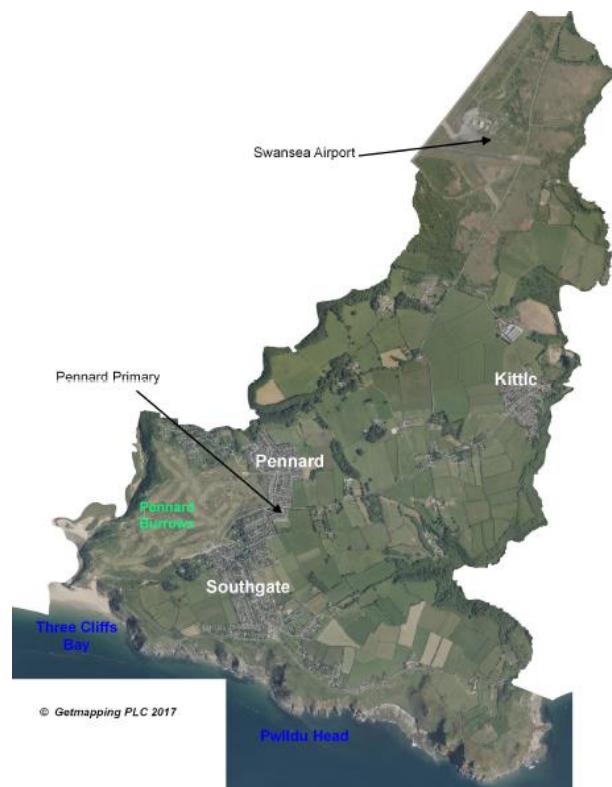
5. The county's least densely populated ward, **Mawr**, comprises largely open, upland green space, apart from the villages of Craig Cefn Parc (in the south eastern part), Garnswllt (close to the County's northern boundary with Carmarthenshire) and Felindre (in the south west), and also the hamlets of Rhydypany, Salem and Cwmcerdinen. The remainder comprises mainly scattered farm developments. The two villages of Craig Cefn Parc and Garnswllt grew up around the coal mining and related industries, dating back to at least the 19th Century. Craig Cefn Parc is today a mixture of local authority housing, traditional semi-detached 'worker houses' and modernised, large detached properties. Garnswllt exhibits a similar mixture of styles.



6. Penclawdd is most famous for its local cockle industry, which goes back to Roman times. The cockles have been collected from the extensive sandy flats in the Burry Estuary, processed at small plants at neighbouring Crofty, and then sold in Swansea Market and beyond. Up until the end of the 19th century, Penclawdd was also a thriving sea port, exporting goods from local coal mines and copper, tinsplate and brass works. Beyond its three main villages, namely Penclawdd, Crofty and Llanmorlais, the ward is essentially rural in character and has much in common with the rest of the Gower peninsula to its west and south.



7. Pennard electoral ward consists of Kittle, Pennard and Southgate villages and a number of smaller rural hamlets (e.g. Sandy Lane, Cannisland) and individual properties, including farms and holiday cottages. The original Pennard village and church was abandoned by the 16th century due to the encroachment of sand, with the village later relocated inland. To the north of the ward lies Fairwood Common, a large area of common land, which contains Swansea Airport, now used by private light aircraft and by training, leisure and emergency services.



8. For centuries, **Pontarddulais** (or 'The Bont', as it is locally known) was a small hamlet built around a crossing point of the River Loughor. The first railway arrived in 1839 to transport anthracite from the Amman Valley to Llanelli, followed in 1866 by another line from Swansea and the Graig Merthyr coal mine in 1867. Heavy industry transformed Pontarddulais into a thriving industrial town, with six tinsplate works opening between 1872 and 1910. Substantial population and housing growth followed in the early 20th century, although of course the general 'de-industrialisation' of the area in the post war years is also well documented. Pontarddulais' housing market is closely linked with that of adjoining Hendy (in Carmarthenshire), with both benefiting from proximity to the M4 motorway.



Service Wards

Three wards in Swansea are categorised as 'Service Centres', in that they provide key services for fully rural wards. **Where a Project is located in a Service Centre Ward, up to 30% of the benefits arising from the project can accrue to that ward but the balance must accrue to the surrounding Rural Wards.** (from: *Welsh Government LEADER 2014-2020 guidance.*)

The three Service Centre Wards are:-

- Clydach;
- Gorseinon;
- Gowerton.

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

provides small-scale local shopping outlets and basic services including its library, two primary schools, a primary care centre, dental practices and opticians.

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 nearby communities 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

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. ***Where a Project is located in a Host Ward for practical or operational reasons (e.g. premises, cost efficiencies, etc) none of the benefits arising from the project can accrue to the ward itself.*** (from: Welsh Government LEADER 2014-2020 guidance.)

The six Host Wards are:-

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

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 Llangland 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>

Population estimates

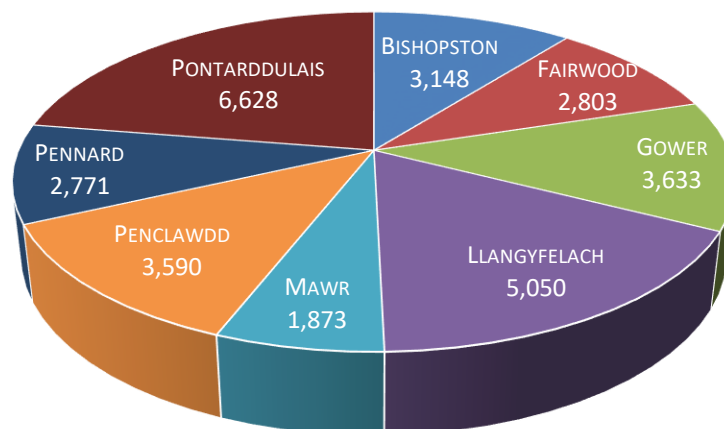


Figure 3: Population of Rural Swansea wards

Source: Mid-2018 Population estimates, Office for National Statistics (ONS).

The total population in the rural wards is estimated at **29,496** representing 11.9% of the total population of Swansea. 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.

In terms of the demographics of the rural wards, the average population size is 3,669 per ward. Mawr has the smallest population of 1,873 with Pontraddulais having the highest population of 6,628. 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.

TABLE 1: Population figures for Rural, Service Centre, and Host wards

Rural Wards	Mid-year population estimates, 2018
Bishopston	3,148
Fairwood	2,803
Gower	3,633
Llangyfelach	5,050
Mawr	1,873
Penclawdd	3,590
Pennard	2,771
Pontarddulais	6,628
Rural Swansea total	29,496

Service Centre Wards	
Clydach	7,540
Gorseinon	4,569
Gowerton	5,114
Service Centre total	17,223

Host Wards	
Dunvant	4,262
Killay North	2,964
Killay South	2,204
Newton	3,328
Oystermouth	4,086
Penllergaer	3,396
Host Wards total	20,240

Swansea Council total	246,466
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Source: Mid-2018 Population estimates, Office for National Statistics (ONS).

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

Occupational breakdown:

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%).

Source: 2011 Census, ONS. Table DC6604EW - Occupation by industry

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

The chart below provides a breakdown of the employment data by industrial sector for people employed within Swansea’s rural wards. Looking specifically at employment in the tourism industry a significant proportion, 27%, of employment (2100 jobs) in rural Swansea are based within Tourism. Note, these figures do not include farm employment.



Figure 4: 2016 Employment In Rural Swansea By Broad Industrial Sector (%)

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.

Travel to work

TABLE 2: Travel to Work Methods

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

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

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 3: Health in the rural wards

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

Source: 2011 Census (ONS) Table KS301EW - Health and provision of unpaid care

Potential for cross-boundary working

To the northwest Swansea shares a border with Carmarthenshire, and with 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.

Along with Pembrokeshire, these four local authority areas make up the Swansea Bay City region, with the city of Swansea as the regional hub. The [Swansea Bay City Regional Economic Regeneration Strategy](#) is an ambitious strategic framework to support South West Wales and its future economic development. Where opportunity arises to contribute to this regional strategy through the LEADER programme it should be considered, particularly shortening supply chains, (pre-commercial) rural business development and adding value to existing economic activity in the region.

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). Swansea RDP is currently the lead LAG on a Cooperation project entitled 'Developing Shared Visions for Common Land', which involves 5 other LAGs across Wales.

Other policy / strategic drivers may also provide further opportunities and support cross-boundary working in line with the aims and objectives of this strategy. In particular, Natural Resources Wales' Area Statement for the southwest region, as required under the Environment Act (Wales) 2016, which aligns well with the One Planet approach being taken by Swansea RDP. The NRW southwest region encompasses Swansea, NPT, Carmarthenshire, Pembrokeshire.

1.2 Description of the Integration

The LDS sits within a wider policy and strategy framework for South West Wales. The most relevant local, regional and national strategies that could be impacted by the LDS are listed in the table below, which also indicates the relationship between each of the 8 LDS objectives and strategy purpose. This is followed by a brief summary of the scope of the strategy or policy driver and the potential links to this version of the LDS.

TABLE 4: *Relationship between LDS objectives and key local, regional, and national strategies / policy drivers.*

Relationship between LDS objective and strategy purpose:

✓ = complementary

✓✓ = significant

✓✓✓ = very strong

LOCAL								
Strategy / Policy Driver	Swansea RDP - LDS Objectives							
	1	2	3	4	5	6	7	8
Swansea Local Well-being Plan (2018) – particularly 'Working with Nature'	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓	✓✓✓
Swansea Council's Corporate Plan	✓✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓
Swansea Bay Destination Management Plan 2017 - 2020	✓	✓	✓✓	✓	✓✓	✓✓	✓✓	✓
Working towards prosperity for all in Swansea: A tackling poverty strategy for Swansea 2017-2020	✓✓	✓	✓	✓✓	✓	✓	✓	✓
Gower Area of Outstanding Natural Beauty (AONB) Management Plan – 2017	✓✓	✓✓✓	✓✓	✓	✓✓	✓✓	✓✓	✓
Swansea Green Infrastructure Strategy (in progress)	✓✓✓	✓✓✓	✓	✓	✓✓	✓	✓	✓
Promoting Swansea's Natural Environment - A Local Biodiversity Action Plan (LBAP)	✓	✓✓✓	✓	✓	✓	✓	✓	✓
REGIONAL								
Strategy / Policy Driver	Swansea RDP - LDS Objectives							
	1	2	3	4	5	6	7	8
Natural Resources Wales (NRW) Area	✓✓✓	✓✓✓	✓✓	✓✓	✓✓✓	✓✓	✓✓	✓✓

Statement – Southwest Region								
Swansea Bay City Region Economic Regeneration Strategy 2013-2020	✓	✓	✓	✓	✓	✓✓	✓	✓✓
Our Valleys, Our Future	✓✓	✓✓	✓	✓	✓	✓✓	✓✓	✓
Carmarthen Bay & Estuaries European Marine Site Management Scheme	✓	✓✓✓	✓	✓	✓	✓✓	✓✓	✓
NATIONAL								
Strategy / Policy Driver	Swansea RDP - LDS Objectives							
	1	2	3	4	5	6	7	8
Well-being of Future Generations (Wales) Act 2015	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Prosperity for All: the national strategy	✓✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓
Environment (Wales) Act 2016	✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓
Prosperity for All: A Low Carbon Wales	✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓	✓	✓✓
Food for Wales, Food from Wales 2010:2020	✓	✓✓	✓	✓	✓✓✓	✓✓	✓✓	✓

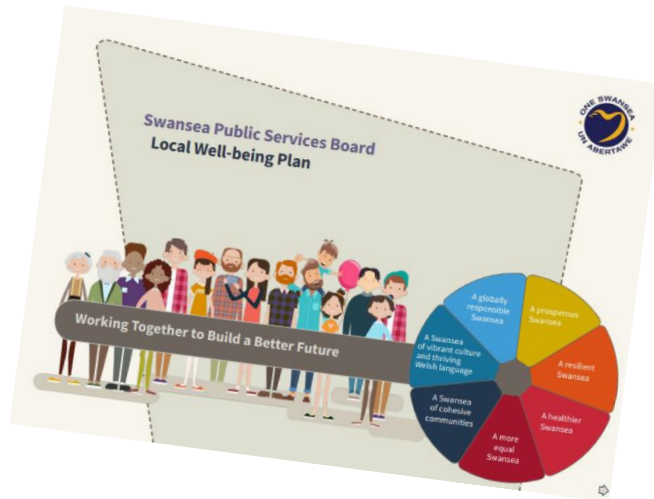
LOCAL STRATEGIES

Swansea Local Well-being Plan (2018)

The Well-being of Future Generations Act (Wales) 2015 places a duty on every local authority area in Wales to have a Public Services Board (PSB), which must include:

- The Local Authority
- The Local Health Board
- Welsh Fire and Rescue authority
- Natural Resources Wales

The purpose of the PSB is to work collectively to improve local social, economic, environmental and cultural well-being. Each PSB, as required under the Act, has assessed well-being in their area and produced a Local Well-being Plan. Using information from their well-being assessment and by listening to people, the Swansea PSB has produced its [Local Well-being Plan](#), published in 2018.



Its vision is 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.

The One Planet focus of this LDS fits well with the vision, aims and objectives of the Local Well-being Plan, in particular the 'Working with Nature' theme. Under this theme, the aim is to work with nature to: improve health, maintain and enhance biodiversity; reduce our carbon footprint; improve our knowledge and understanding of our natural environment. This means finding and putting in place nature-based solutions that have a meaningful impact on well-being. These aims fit hand-in-hand with Swansea RDP's strategic aims. As such, for rural wards, LEADER could help provide capacity to match these aspirations. Members of Swansea RDP, and the organisations they represent, are involved with or have responsibility for the delivery of aspects of the well-being plan meaning there are good existing links between these two strategies and partnerships upon which to collaborate.

Swansea Council's Corporate Plan

'[Delivering a Successful & Sustainable Swansea](#)' is Swansea Council's Corporate Plan for 2018-22. It notes that Swansea faces a number of challenges in the years ahead, which include:

- Population changes – a growing, ageing and more diverse Swansea.
- Economic changes – attracting investment, high quality jobs and new technology into Swansea while addressing the skills gap.
- Climate change – risks from flooding, air and water quality, dangers to ecosystems and biodiversity and energy security.

- Social and cultural changes – addressing inequalities in health, education, employment and life chances.

In order to meet these challenges, the Council has prioritised six well-being objectives:

- Safeguarding
- Education & Skills
- Economy & Infrastructure
- Tackling Poverty
- Swansea's Natural Resources and Biodiversity
- Transformation & Future Council

Whilst the Corporate Plan is applicable to the whole of the local authority area, some themes and findings relate specifically to needs of rural areas, namely:

- The need for a sustainable rural economy
- Sustainable and affordable transport and a strategy for an integrated system for transport to serve our rural and urban areas is essential to access employment and training and protect the environment.
- Creating high quality, environmentally responsible and sustainable green jobs that make the most of our unique natural resources e.g. through environmental tourism, sustainable rural land management and marine industries and crafts.

These themes are reflected in the strategic aims of this LDS and, thus, provide a real opportunity and potential resources to work towards achieving them. Tackling poverty is a cross-cutting theme of the LDS.

Swansea Bay Destination Management Plan 2017 - 2020

Tourism has long been recognised as a vital contributor to the Welsh economy and it has been highlighted as one of the key drivers of the Swansea Bay City Region status. Clearly, its importance has significant value in a local as well as regional and national context, and in rural Swansea around 27% of direct employment is in the tourism sector through accommodation and food services, accounting for over 2000 jobs.

Further, when asked to identify what influenced their decision to visit the area as part of the 2019 [Swansea Bay Visitor Survey](#), here's how people responded:

Which of these influenced your decision to visit? (%)



Figure 5: Extract from 2019 Swansea Bay Visitor Survey

This evidences the importance of the natural assets rural Swansea offers through its stunning beaches, varied coastline, beautiful scenery and landscape - much of which also has local, national, and international nature conservation designations. It is these assets along with diverse tourism services that underpin Swansea's rural economy and is, therefore, vital that a sustainable approach is taken to safeguard as well as promote them.

'Ensuring Sustainability' is one of four priorities of the Destination Swansea Bay 2017 – 2020 [Destination Management Plan](#) for Swansea Bay and links well with a number of Swansea RDP strategic aims and objectives. As such, this LDS could support projects to reduce some of the potential negative environmental impacts such as over-tourism in 'hot spots' and carbon emissions from travel, and look to develop the 'green tourism' offer locally through working with local communities and businesses.

The DMP has also considered and addresses some of the issues identified in the RDP 2007-13 funded Sustainable Tourism Plan and the review of the DMP, due in the coming year, will be an important opportunity for Swansea RDP to comment on the opportunities and needs of the rural tourism sector in light of the Swansea RDP vision.

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 Swansea Council's six Corporate Plan priorities. 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. Tackling poverty and social exclusion is a cross cutting theme within the LDS, ref. Section 8.

Gower Area of Outstanding Natural Beauty (AONB) Management Plan – 2017

Gower AONB is recognised by residents and visitors as a protected landscape of international importance where the interaction of people and nature over time has produced an area of distinct character with significant aesthetic, ecological and cultural value, and with high biological diversity. Its natural beauty will be sustained by the conservation and enhancement of its natural special qualities, whilst at the same time supporting a sustainable local economy and maintaining culturally rich communities and is reflected in the quality and scale of the built environment. The AONB area incorporates, in whole or in part, five of Swansea's rural wards.

The latest version (2017) of the [Gower AONB Management Plan](#) prioritises policies and actions to encourage the conservation and enhancement of the special qualities of the AONB for which it was designated. It covers a wide range of issues including economic activities, infrastructure, housing and community facilities, climate change and development, and the impact they have on the special qualities of the AONB.

This LDS integrates well with much of the Gower AONB Vision Statement themes and has strong links and potential to contribute to the following, in particular:

TABLE 5: Gower AONB Vision Statement

Gower AONB Theme	20-year Vision
------------------	----------------

Biodiversity	A landscape rich in wildlife and of international importance, with the key habitats of limestone grasslands, lowland heathland, salt marshes, sand dunes, freshwater marsh and alder and ash woodlands in a good and stable condition
Landscape and Seascape	A landscape, which is internationally renowned for its small scale and variety of character and which is closely related to the surrounding sea and, supports sustainable development. A landscape where the built environment is complementary to this character and where the pattern of small fields, tracts of common land, and sunken lanes remain as examples of man's impact in evolving the landscape character.
Natural Resources	An environment where the air and water quality is good, and supports quiet recreation and a variety of terrestrial and marine wildlife. Soil quality is maintained to support more environmentally friendly agriculture.
Primary Industries	An economically thriving sector where agriculture is more diverse, meets modern day and perceived future requirements and is supported by agri-environment schemes and diversification compatible with the objectives of conservation and enhancement of the special qualities of the AONB.
Tourism	A vibrant tourism economy based on the principles of sustainable tourism offering a quality experience, in which the conservation and enhancement of the special qualities of the AONB, and their quiet enjoyment have top priority. A dynamic tourist industry, which creates economic benefits, and helps support community facilities and infrastructure.
Transport	A network and management system, which supports a variety of modes of transport to suit community and visitor needs in a sustainable way, with a minimal impact on the special qualities of the AONB.
Development and Offshore Activities	A landscape in which the needs of new development including the supporting infrastructure can be accommodated without a detrimental impact on the landscape and seascape, and where the principles of sustainable development are adopted

Swansea Green Infrastructure Strategy (in progress)

Green Infrastructure (GI) forms networks of natural and semi-natural areas designed and managed to deliver a wide range of beneficial services within,

across, and between rural and urban settings. GI is designed to provide multiple benefits - such as flood prevention, provision of wildlife habitat, and access to green space to improve mental and physical health - and ranges in scale, from street trees, green roofs and private gardens through to parks, rivers, hedgerows and woodlands.

As is acknowledged by this LDS, the Swansea GI strategy also recognises that failure to adapt to and mitigate for climate change is no longer an option if we are to continue to provide an economically prosperous hub for the Swansea Bay City Region. GI is well documented to be a cost effective way to address the challenge of climate change whilst offering multiple benefits for people and nature.

In 2020, Swansea Council published a draft '[Swansea Central Area Green Infrastructure Strategy – Regenerating our City for Wellbeing and Wildlife](#)' - for the central area of the city and is now developing a county-wide strategy that will seek to engage and consult with rural stakeholders. This provides timely and good opportunities for the Swansea RDP to participate in, help facilitate this process, and shape the emerging strategy. It makes sense also that this strategy and its delivery seeks to contribute to the GI agenda as it complements well a number of strategic objectives.

Promoting Swansea's Natural Environment - A Local Biodiversity Action Plan (LBAP)

[Biodiversity locally as well as globally is in decline](#) and faces a wide range of threats, which affects the health and resilience of ecosystems and natural resources upon which our well-being and prosperity depend. Recognising that we must reverse this trend, Swansea RDP's vision for the future is one that supports biodiversity and addresses the nature emergency that has been declared. The LBAP is a strategy and action plan for the protection, management, recovery, enhancement and promotion of Swansea's outstanding natural environment and biodiversity. It outlines a number of strategic actions required for the conservation of the wider biodiversity resource together with a set of detailed actions for the protection of priority habitats and species. The plan is currently under review and will form the basis for the [Local Nature Recovery Plan](#) that links to and complements The Well-being of Future Generations (Wales) Act 2015 and the Environment Act (Wales) 2016.

Two other important strategies currently under development but worth mentioning here as this LDS will likely integrate closely with them, are the **Carbon Strategy** and a **Swansea Bay City Region Energy Plan**.

REGIONAL STRATEGIES

Natural Resources Wales (NRW) Area Statement – Southwest Region

*“A poorly managed environment increases the long-term risks to our well-being.... A healthy and resilient environment helps sustain people and our economy. We need to look for ways that our natural resources can provide multiple benefits for people and nature, now and into the future, whilst ensuring we continue building their resilience. When our environment is working at its best, society as a whole thrives.” (from: **Introducing Sustainable Management of Natural Resources leaflet, NRW, 2018**)*

[The Environment \(Wales\) Act 2016](#) made it a duty for NRW to produce ‘Area Statements’, a new framework that provides an opportunity to rethink the way natural resources are managed and used on a regional basis across Wales. Area Statements will help coordinate the work of NRW and the work of others, and rely on successful collaboration to build the resilience of our ecosystems and enhance the benefits they provide us.

On 1st April 2020 the [area statement for the southwest area](#), which encompasses Swansea, NPT, Carmarthenshire, and Pembrokeshire, was released. All four themes from the statement are consistent with the aims and objectives of this LDS, namely:

- Health inequalities
- Rural land management
- Declining biodiversity
- A changing climate

NRW is a member of Swansea RDP and good opportunities exist for collaboration and integration of the LDS and the area statement through joint activities and grant-funded projects. There is also potential for cross-boundary / LEADER Cooperation activity with other southwest LAGs to deliver mutual and multiple area statement and LDS objectives.

Swansea Bay City Region Economic Regeneration Strategy 2013-2020

At regional level, [the Swansea Bay City Region is underpinned by a recently designed economic regeneration strategy](#) that 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 the 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 strategy is necessarily high level, and there is a continued need for capacity to undertake innovative activity and networking across the designated rural areas. The high-level imperatives to increase the number of higher value-added jobs and businesses have to be addressed at all levels, including local. The LEADER programme encourages and supports innovation to find new ways of working and developing the rural economy. In particular, and in line with objectives of this LDS, Swansea RDP could support activities such as finding new markets for local products and shortening supply chains. Indeed, these are being explored by the Swansea Food Partnership under Swansea RDP.

Our Valleys, Our Future

The rural Swansea communities of Craig Cefn Parc, Felindre, Pontarddulais and Clydach sit within the South Wales Valleys area (see figure on right), one of the most distinctive areas of Wales. ‘The Valleys’ are known for their history, stunning landscapes, culture, close-knit 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, quality and length of life, and in educational attainment and skills.

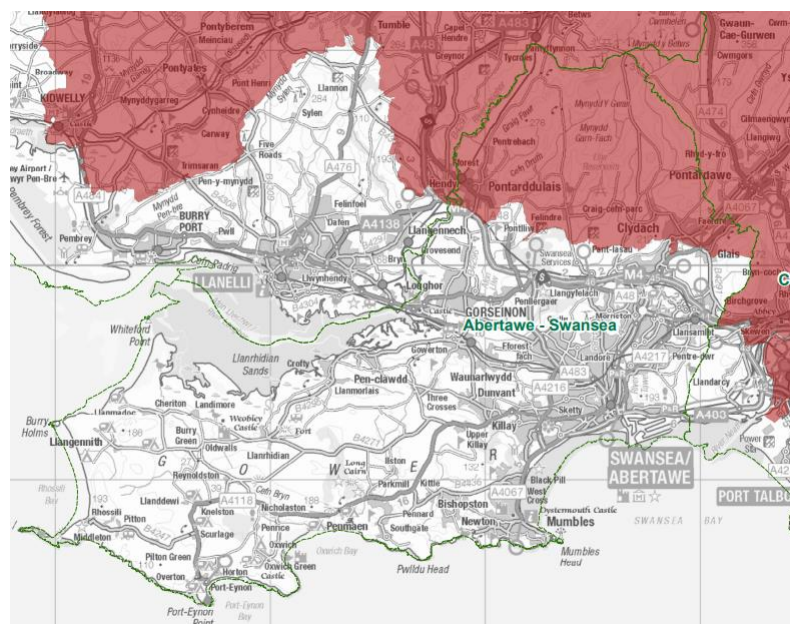


Figure 7: Rural Swansea Valleys Taskforce area (red), and Swansea local authority boundary (green line)

The Ministerial Taskforce for the South Wales Valleys (aka the Valleys Taskforce) was set up in 2016 as a catalyst for delivering regeneration and sustainable growth in the area. It published a high-level plan [‘Our Valleys, Our Future’](#) in 2017, later followed by a [detailed delivery plan](#). Priorities of the Taskforce are: entrepreneurship and business support; the foundational economy; housing; strategic hubs; transport; the Valleys Regional Park; and the Valleys Taskforce innovation fund.

Swansea RDP Officers attend Valleys Taskforce meetings and the LAG ensures that LEADER project applications in the northern rural wards are aware of the strategy and how proposed projects might be impacted / supported by it. Swansea RDP will actively seek ways for joint working and collaboration to bring benefit to the valleys communities in rural Swansea, particularly through the funding streams from the Valleys Taskforce programme as they emerge. At the time of writing, an Empty Property Grant has been launched to assist owners in bringing empty residential properties back into use, and it is understood support for vacant commercial properties is currently being explored.

Carmarthen Bay & Estuaries European Marine Site Management Scheme

[Carmarthen Bay and Estuaries European Marine Site](#) (EMS) is part of a European-wide network of areas – the *Natura 2000* series – designated under the European Union's *Habitats and Birds Directives* to safeguard habitats and species that are important and threatened on a European scale.

The vision for the Carmarthen Bay & Estuaries European Marine Site (CBEEMS) is one of a quality marine environment, where the habitats and species of the site are in a condition as good as or better than when the site was selected; where human activities co-exist in harmony with the habitats and species of the site and where use of the marine environment within the EMS is undertaken sustainably. The purpose of the management scheme is to set the framework within which activities in the Carmarthen Bay & Estuaries EMS will be managed in ways compatible with the achievement of the conservation objectives.

Through this LDS there is opportunity to support and implement aspects of this management scheme to harmonise interactions between people and nature in eligible rural Swansea wards that fall within the CBEEMS area, mostly north Gower, that also deliver against LDS objectives.

WELSH GOVERNMENT POLICIES AND STRATEGIES

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.

Through the '5 Ways of Working', 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.

Through [LEADER's Community Led Local Development](#) approach, Swansea RDP fully embraces these principles and is integrating them in its own ways of working.

Prosperity for All: the national strategy

[This strategy](#) 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.

Under the 'Prosperous and Secure' theme, the strategy specifically states that it will "build prosperity in a way that supports and sustains Wales' stunning natural environment, ensures that current and future generations will continue to benefit, and makes a tangible contribution to the fight against climate change." This LDS supports rural areas to build prosperous and resilient communities in this way and, through its programme and funding, Swansea RDP encourages innovation as a driver to develop new solutions to these key challenges and opportunities.

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.

Environment (Wales) Act 2016

[The Environment \(Wales\) Act](#) puts in place legislation to manage Wales' natural resources in a more proactive, sustainable and joined-up way, positioning Wales as a low carbon, green economy, ready to adapt to the impacts of climate change.

'[State of Natural Resources Report](#)', produced by NRW, provides an assessment of the extent to which natural resources are being sustainably managed and will be reviewed every 5 years. This document informs the [Natural Resources Policy](#)

(NRP), which focusses on *how* natural resources can be sustainably managed to maximise their contribution to achieving goals within the Well-being of Future Generations Act, and integrates a broad range of policy areas.

There are three National Priorities:

- Delivering nature-based solutions
- Increasing renewable energy and resource efficiency
- Taking a place-based approach

The drivers in the report have already set out what and how to achieve the sustainable management of natural resources, which means information is already available to support and inform the Partnership's work. The Area Statements will help to facilitate the delivery of the Welsh Government's Natural Resources Policy at the local level.

Food for Wales, Food from Wales 2010:2020

This strategy sets out the Welsh Government's vision for the future of [Food for Wales and from Wales](#), and outlines the clear commitment to the key basic principles of: Sustainability, Resilience, Competitiveness, and Profitability. It addresses the many pressures on the food industry in Wales including on land, water, energy, population, and biodiversity, which are further exacerbated by the challenges of climate change. It takes into consideration crosscutting issues such as health, food culture and education, food security, environmental sustainability and community development to provide the basis for an integrated approach to food policy in Wales. The strategy is supported by '[Towards Sustainable Growth: An Action Plan for the Food and Drink Industry 2014-2020](#)'.

The strategy and action plan end in 2020, this year. Following public [consultation](#) in 2019, the Welsh Government is working on a strategic plan for 2020-2026, which is due to be published.

Exploration and direct support of the local food agenda and its links with resilient communities and sustainable tourism continue to be a fundamental part of the Swansea RDP programme. This builds on previous work with local producers and end users in making links to new markets and building confidence in the sector. Since the previous version of the LDS (Nov 2017) the Swansea Food Partnership has been formed and, in particular, is looking to further develop urban-rural links in terms of supply chains and procurement opportunities for rural producers. In

parallel with the WG food strategy, there are opportunities for Swansea RDP to explore increasing the amount of food that is produced and consumed locally, strengthening the marketing and promotion of food tourism through the local brand and businesses, and outwards to wider markets. RDP officer time has also been directed towards supporting local food businesses to respond and rise to the challenges of the Coronavirus pandemic, ensuring that local food is available to local communities. This test of the local food economy will undoubtedly shine light on new opportunities to increase the resilience of local communities and businesses, which may require LEADER funding to maintain.

Prosperity for All: A Low Carbon Wales

'Decarbonisation offers enormous opportunities to create a vibrant and socially-just economy. We must make a difference and help create a society here in Wales that ensures well-being and tackles inequality as we decarbonise.' **Cabinet Foreword, Prosperity for All report. Welsh Government 2018.**

[In its report](#), WG stresses links between issues of social justice and inequality with the low-carbon transition in Wales, confirming that measures to cut carbon emissions are connected to actions on social justice, poverty alleviation, health and wellbeing – all key elements of this Swansea RDP strategy. Further, Welsh Government has set a target that at least 1 GW of renewable energy capacity should be locally owned by 2030. There is also an expectation for all new energy projects in Wales to have at least an element of local ownership from 2020. With a strategic objective to 'support activities that increase energy efficiency and generate and supply more community renewable heat and electricity', Swansea RDP is well-placed to play a part in achieving not only the vision for rural Swansea but also contributing to this Wales-wide policy. Indeed, its membership includes representation from this sector and project applications within this heading have been funded / reviewed by the Partnership including establishing [Gower Power](#).

Active Travel (Wales) Act 2013

[The Active Travel \(Wales\) Act 2013](#), aims to help transform Wales into an 'active travel nation'. Nationally and locally, there are challenges in improving physical and mental well-being, now and that of future generations. Increasing levels of active travel - walking and cycling – can achieve multiple benefits: building physical activity into everyday lives and bringing associated health improvements; reducing motorised traffic, air pollution, carbon emissions and congestion; helping people and communities feel more connected and boost local businesses; offering low cost mobility, enabling access to education, jobs and services.

Whilst until now the Act has been largely aimed at built-up areas, there is a need and opportunity for it to be expanded in to rural towns and villages to create accessible, functional and joined-up networks across the county. In 2018, Swansea RDP funded a study to explore how rural transport provision in the Gower and Mawr can be improved to better facilitate sustainable travel by residents and tourists. A number of recommendations are made that will be investigated further in this next phase of the Partnership as they fit well with the

new strategic agenda. Indeed, Swansea RDP has already funded Bank Holiday and Sunday bus services on Gower, and off-road cycle routes.

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.

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.

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. It is acknowledged that the post-Brexit landscape for funding will change but as yet the look of this is unknown.

SECTION 2 – FINANCIAL & COMPLIANCE

Description	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.
Linked to	Part of Section 3.11 of the LDS Guidance June 2014 (remainder to be covered under Section 4 – Management of Operation)

2.1 Management and Administration

The LAG designs and implements the LDS through a community-led, partnership approach to effect social, economic, and environmental change in line with its vision for the area. 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.

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.

When there is an opportunity to join the Partnership, Officers and existing members will promote this widely through all of their channels and networks. Interested individuals will be asked to complete an Expression of Interest form, which will assess their suitability to join the Partnership - interests, knowledge, and skills. Should the Partnership be seeking representation of a particular area or specialism, a call for new members may be put out on this basis.

A Task and Finish Group drawn from the existing membership of the Swansea Rural Development Partnership (including the Chair) and Officers will assess Expressions of Interest against the current version of the LDS and draw up a short list of new members for the Partnership. In the case that the entire Partnership is standing down e.g. in line with a review of the LDS, the current Chair and Officers will be responsible for this process.

Where a particular sector, area or interest appears to be over-represented, the Task and Finish Group will vote on which representative to recruit. The membership of the Partnership will be reviewed in tandem with the review of the LDS. To ensure a balanced Partnership public sector membership will not exceed 50%, and no single interest will be allowed more than 49% of voting rights.

Currently, as at September 2020, there are 20 members of Swansea RDP supported by 1 advisors - please see *Appendix E* for a list of members and the organisations and sectors they represent. The breakdown of membership by sector is illustrated in *Figure 8*, below. In the coming months there will be an open call for new members to be added or supersede some of the names above. Representatives from the third and private sectors, young people, and farmers will be targeted. This recruitment will also include an opportunity to engage special advisors, as geographic or subject matter experts, reflecting the requirement as per the focus of this new strategy. These advisors could become formal members of the LAG or simply act in an

advisory capacity when called upon. Please see *Appendix F* for the Swansea RDP member application.



Figure 8: LAG membership by sector, as at September 2020

WAYS OF WORKING

In reviewing the previous version of the LDS and the progress to date of programme delivery, some changes have been made to the Partnership's ways of working. The LAG has agreed to close down the 3 thematic sub-groups (Economy & Community, Tourism, and Transport & Infrastructure) and to, instead, hold more frequent full LAG meetings. The Cooperation focus group will also be closed down reporting for the forthcoming Cooperation project will be direct to the LAG. It was agreed to continue with having a 'Grants Panel'. These choices have been made primarily to ensure decision making is as democratic and efficient as possible, and also reflects the recent change in focus of this new strategy and the need, at least for now, for open dialogue, learning and collaboration across the full Partnership. However, as set out in

the Partnership's Terms of Reference (see *Appendix A*), working groups may be set-up as and when required.

LOCAL ACTION GROUP TERMS OF REFERENCE AND DUTIES

Terms of Reference (ToR) 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 represents more than 49% of the voting rights.

The following are key sections taken from the ToR; for the full terms, please see *Appendix A*

Objectives of the Local Action Group

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.

h) To increase the visibility of the LDS and its aims in the rural wards and the wider Swansea area.

Overall delivery and management

The LAG:

- Is clearly representative of the main partners having an interest in the Strategy;
- Takes overall responsibility for the robustness of the project appraisal, selection and monitoring process;
- Receives detailed quarterly reports on progress against the aims and objectives of the Strategy;
- Takes overall responsibility for the delivery and management of the programme locally;
- Oversees the delivery of projects;
- Approves annual progress reports from the Lead Administrative Body on the Strategy.

- Will make connections, reach out to their networks, and represent their group/organisation's interests on the LAG can, at need, set up Working Groups and or Task and Finish Groups to address a particular need or area of work.

Terms of Reference for the RDP Grants Panel – APPENDIX B

Membership Sub-Group Powers

In order to expedite the appointment of new members of the Partnership it is proposed that a small Task and Finish-group of current members, including the Chair, be delegated the power to assess and accept or decline membership applications at an extraordinary meeting without further ratification. All members of the Partnership will be given the opportunity to join this group, and to submit any opinion in support of or opposition to the appointment of a particular applicant, which will be duly considered.

The makeup of the membership assessment sub-group can change from one round of applications to the next, and will always be confirmed at the full LAG meeting prior to the assessment process, or by written procedure if required.

PIFs and Full Applications

All LAG members receive all submitted PIFs and Full applications of which; PIFs are only assessed for invite to the next stage, and full applications are scored individually.

An exceptional LAG meeting is held to discuss applications, and can be attended by any LAG member who wishes to be included but the meeting must remain quorate. LAG members who are unable to attend may submit their comments and scores prior to the meeting and all members must declare any conflict of interest. At this exceptional LAG meeting, scores are discussed, alongside comments submitted by LAG members both present and absent. The exceptional LAG meeting panel would decide whether to keep the average scores as received, or whether to amend based on discussions. The scores/outcomes given in this meeting would be considered final and would not need further ratification. This process is repeated for both PIF and Full Application stages.

All applicants who progress to full application stage will be invited by the LAG to give a five minute presentation on their project to support their application. These presentations will take place at an extraordinary LAG meeting, or meetings should the volume of them be too high to be reasonably considered within two hours. Applicants will only be invited in for their own presentation, and will not be privy to the applications of others. LAG members who declare an interest in a particular project will be asked to leave the meeting while they are presented, and will return to the meeting once discussions on that project are complete. Applicants will be asked to submit a PowerPoint presentation to support their verbal presentation. All presentations will be recorded during the time of delivery.

Fast Track Application

Fast Tracked applications skip the PIF stage and are assessed as and when they are submitted rather than in specific large grant windows. The Partnership will set a maximum Fast Track grant pot, and will determine the timing of the Fast Track funding rounds, including end dates. In general, only one Fast Tracked grant may be funded per organisation, however the Partnership has discretion to allow more in exceptional circumstances.

All LAG members receive all applications and score individually

Fast Track Applications can be discussed at general LAG meetings and decisions finalised but the meeting must remain quorate. LAG members who are unable to attend may submit their comments and scores prior to the meeting and all members must declare any conflict of interest. If there are large numbers of applications received an exceptional Fast Track LAG meeting would be held and the above process would be implemented.

The LAG will also receive a One Planet self-assessment form from the applicant. This form will be a supplementary form to the fast-track application. There will be no scores attached to the form, but it will give the LAG the opportunity to assess how the project will affect and improve the One Planet principles set out in the LDS. The self-assessment form contains seven questions on the One Planet principles. Each question is split into two and requires the applicant to give a score of how their organisation currently affects the One Planet principles, and how their project will make a difference to these principles.

UNALLOCATED FUNDS

Any unallocated funds in the last 6 months of programme delivery will be offered to active project to bid to by way of a project top-up for new activities, or project costs. The application process would be via a recorded presentation outlining their current project, the identified costs and how it would add benefit to Swansea's rural communities. The presentation will be followed by a Q&A session at a LAG meeting which would be recorded for audit purposes. The LAG would then discuss the proposals prior to making a decision. This process would be a paperless process and a recording taken for audit purposes.

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, see template in *Appendix H*. These will be provided to the LAG following each financial year quarter, so: July (for activity in April, May, June), October (for July, August, September), January (for October, November, December), and April (for January, February, March). Projects which may struggle with cash flow may be allowed to claim monthly instead on a case by case basis.

Reports include:

- A brief report on progress for the preceding quarter;

- Expenditure to date;
- Project updates and RAG status;
- Any other relevant information

Interim results of monitoring and evaluation activity on each project operating as part of the Strategy are fed back to the LAG 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 will 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 provides:

- 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 and codes for each funded project;
- Preparation and distribution of publicity.
- Communication plan and implementation.

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.

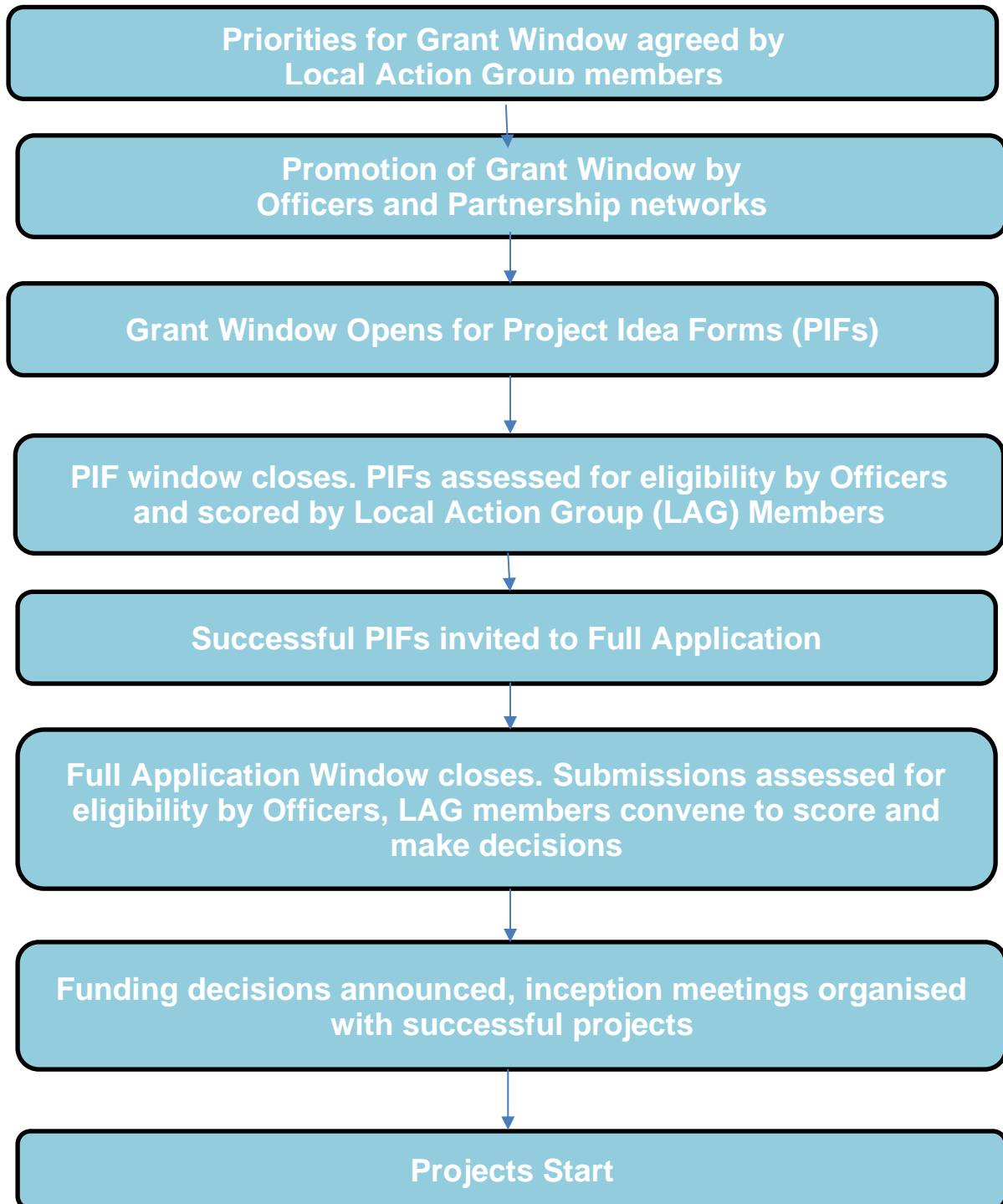
Project Assessment Process

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

An overview of the application process is given below, with full details available on Swansea RDP webpages: www.swansea.gov.uk/rdp and in *Appendix C*.

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 amount, as will be advertised, but applications in excess of that are considered if they are strategic in nature. Applications below £10K may be fast tracked by the grants



panel. Fast Tracked applications skip the PIF stage, have a set grant pot available

and a submission date; this is to ensure the applications are assessed in line with the scheduled LAG meetings. There is no set number of Fast Track windows to be delivered in a given year, and it is at the discretion of the LAG to determine the timings of these rounds. In general, only one Fast Tracked grant may be funded per organisation, however the Partnership has discretion to allow more in exceptional circumstances

The LAG regularly reviews the implications of the limited resources available and has agreed that prioritisation of resources is 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 complete checks on all applications for eligibility in line with the published LEADER Guidance and EC regulations.

A synopsis of LAG approved projects (as at April 2020), which have gone through the project assessment and criteria process as specified in this section, can be found online on the [Wales Rural Network webpages](#) along with other Welsh LAG and RDP-funded projects. With [local case studies](#) on the Swansea RDP webpages.

To ensure an effective selection process, and support for projects which will contribute most to our Aims and Objectives, our selection procedures and criteria for grant-funding projects are clearly set out in the application materials and guidance.

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

Setting the Scene for this LDS

During the LAG meeting of 14/05/19, a matter was raised concerning if / how the Partnership should respond to the, then, recent raft of climate and nature emergency

declarations, including those from Welsh Government and Swansea Council; and, if to respond, whether to follow suit and add to public declarations or to form some other more proactive response.

The LAG agreed that this important matter be more fully discussed and this took place on 08/07/19, facilitated by Director of One Planet Centre, David Thorpe. An introduction to the One Planet approach led to consideration and exploration of how this may give the Partnership the focus and means to deliver a business agenda and strategy proactive in its response to the climate crisis. Consequently, it was agreed the Economy and Community sub-group would develop a proposal for the Partnership's consideration. On 09/07/19, the sub-group put forward the following recommendation to the LAG:

The E&C subgroup recommends that the LAG:

- Recognises the recent climate change and ecological emergency declarations.
- Responds to the emergency by reviewing the LDS, our priorities, processes and activities.
- Achieves this by adopting the One Planet Framework.

To this end we will:

- Implement stages 1 to 3 of the One Planet Framework as follows:
 1. Seek community buy-in and feedback at all levels
 2. Select which standards and objectives to use
 3. Set a baseline
- Pursue a baseline ecological footprint assessment for Swansea, working where possible with partner organisations and exploring opportunities for regional collaboration.

Implementation of One Planet approach and framework means that we will:

- Notify Welsh Government of our intention to work in this way.
- Review the LDS to align with the principles of One Planet working and develop a programme of work to deliver this.
- In doing so, identify priorities to focus our work on e.g. food, transport, ecosystem connectivity.
- Be explicit about this approach and why we are taking it – develop a communications plan and issue a press release.
- Review other key programme processes and documents.
- Identify indicators that could be used to assess / monitor / report outputs and outcomes of our activities against One Planet framework.
- Inform and, possibly, influence the Swansea-wide climate emergency agenda ensuring that rural challenges and opportunities are fully considered, our work and achievements built upon.
- Seek / identify opportunities for wider collaboration and regional working.

Following the LAG meeting of 23/07/19, a members vote by written procedure found: 11 in favour, 1 against, 2 abstaining. Thus, it was ratified that the LAG will actively respond to the climate and nature emergencies by adopting the above as a key driver of its future work and vision.

All LAG members were invited to form a working group to take this programme forward, which included a review of the existing LDS by David Thorpe with recommendations for changes needed to align with this new focus. The deliberations of the working group, with guidance and input from the consultant, resulted in new strategic vision, aims and objectives being recommended to the LAG, which were voted for and ratified in a meeting (08/04/2020) and by written procedure (22/04/2020). A SWOT analysis was also completed in light of the newly adopted strategy, as well as a review of the LAG's ways of working and terms of reference – and have been incorporated into this strategy.

What follows is also reflective of discussions that have taken place over the past 12-18 months, resulting from a series of 1-2-1 interviews with Partnership members, advisors and community councillors, and a 'Theory of Change' workshop. As well, it takes into account themes and priorities identified in feasibility studies the Partnership has already funded. These noted a need for a more climate / environmental focus in the work of Swansea RDP.

The LAG's Vision for Rural Swansea

In keeping with the One Planet approach our vision, looking 10-15 years ahead, is for the rural wards of Swansea to take steps to mitigate, adapt to and protect themselves from the climate and nature emergencies, and other crises, facing the world.

We want a 'one planet' future for rural Swansea that:

- Increases community resilience and self-reliance by producing more of what it consumes;
- Does this in a way that's less damaging to people's health and the environment;
- Supports more abundant natural resources and biodiversity;
- Encourages an end to needless waste;
- Yields more local and meaningful jobs;
- Gives greater protection from the possibility of disruption in the rest of the world in the environment, trade and the economy;
- Reduces the area's ecological and carbon footprints.

Underpinning this vision, the Partnership has developed 3 strategic aims and 8 objectives, which are to:

TABLE 6: *Swansea RDP Strategic Aims and Objectives*

RURAL STRATEGIC AIMS AND OBJECTIVES	LEADER THEMES	CCT
<p style="text-align: center;">Strategic Aim 1: Increase wellbeing and ecosystem resilience through maintaining and adding value to natural and cultural resources</p>		

Objective 1: develop initiatives that deliver measurable wellbeing benefits	1
Objective 2: develop innovative solutions to the climate and nature emergencies	1,2

Strategic Aim 2: Develop sustainable transport and energy initiatives that reduce emissions and mitigate climate change impacts	
Objective 3: develop / improve zero and low carbon transport options for all	3,4
Objective 4: support activities that increase energy efficiency and generate and supply more community renewable heat and electricity	3,4

Strategic Aim 3: Strengthen the self-sufficiency of the local economy and support active, resilient, and connected communities	
Objective 5: increase the amount of food that is sustainably produced and consumed locally	1,2,5
Objective 6: maximise the local economy and make it more sustainable by developing shorter and circular supply chains between consumers, producers, and suppliers	3,4
Objective 7: increase community resilience through initiatives, skills development, and promotion	3,4
Objective 8: increase resource efficiency – reduce, reuse, reimagine, recycle waste	2

It is important to emphasise that the LEADER / Community Led Local Development (CLLD) model upholds the importance of creating resilient rural communities – a key part of the One Planet approach, as per Strategic Aim 3. Such activity, alongside availability of RDP funding, will be imperative in recovery following the Covid-19 crisis. This has been stressed in recent (April / May 2020) and ongoing discussions of

Swansea LAG and will be a priority in future grant windows and the work of the Partnership.

In relation to the new 'One Planet' Strategic Aims and Objectives, Swansea RDP will proactively encourage organisations to:

- Reflect upon the meaning of 'one planet' for them, community stakeholders and beneficiaries, and

- Come up with innovative and ambitious ideas that contribute to multiple objectives and deliver benefits for improving the resilience of communities (to climate change and other crises, e.g. coronavirus), while enabling / upskilling citizens, creating jobs, enhancing well-being, and reducing the ecological footprint of the region.

The strategic vision is long-term, our current programme funded only until June 2023. Swansea RDP-funded activities, feasibility studies and pilot projects will therefore set the rural wards on the pathway to achieving the vision. Broadly speaking, the types of supported activities include those which:

- Help to reverse the decline in biodiversity and improve ecosystem resilience, through a focus either on improving habitats / species or by incorporating this as a part of a wider project.
- Produce and supply more local food and other goods and services.
- Develop local supply chains of production, processing and supply for local markets to keep money and resources in the area, which increases the 'multiplier effect' of cash circulating in, rather than leaving, the area.
- Minimise and reuse waste and move towards a circular economy with collection/processing facilities for different kinds of waste, transforming them into useful or saleable products; reusing or repurposing surplus materials and goods; and finding local markets for these products.
- Facilitate moving towards net zero carbon emissions.
- Develop opportunities to absorb and store atmospheric carbon, e.g. with composted organic matter in the soil, or by using natural construction or furnishing (e.g. timber, wool and other fibres).
- Adopt, promote, support organic and ecological land-management practices.
- Encourage and improve infrastructure to make use of public transport, zero and low carbon options, and active travel - like walking and cycling – more accessible and attractive for locals and visitors.
- Develop a unique tourism offer that promotes the virtues and attractiveness of all the above.

[Wales Rural Network website](#) lists LEADER-funded projects delivered by / through LAGs across Wales that might inspire similar activities in rural Swansea and help make real the vision we have. Through the same website, there are a number of [case studies and short films](#) of innovative projects that may also give you food for thought.

The above objectives are also intended to go wider than purely RDP LEADER funding e.g. are utilised in any Rural Community Development Fund (RCDF) and Tourism support schemes, such as [Brilliant Basics](#) and [Wales Tourism Investment Fund](#), that the LAG support and endorse, or may wish to apply to.

3.2 Co-operation and Networking

The LAG understands that to deliver a successful programme it must have awareness and understanding of other LAG activities and learning and there is openness to exploring ways of achieving solutions to shared / common challenges through cooperation.

One way this is being facilitated is through South West and Central Wales regional LAG Officers group, which meets quarterly to discuss progress, possible joint working, to share learning experiences and disseminate best practice. Officials share their respective strategies, and common themes where cooperation activity could be developed are considered. These meetings, and email network, are also an invaluable opportunity to discuss ways of working to deliver and manage projects as efficiently and appropriately as possible.

Swansea RDP is currently the lead LAG on a Cooperation project entitled 'Developing Shared Visions for Common Land', which involves 5 other LAGs across Wales (NPT, Powys, Caerphilly, Torfaen, and Merthyr) and is due to start in June 2020.

There is also a lot of potential for cooperation still to be explored, particularly around the one planet focus of this LDS, which could include localising supply chains, energy efficiency and reducing carbon emissions, 'greening' the tourism sector, or minimising waste. Forming a strong Partnership with key and well-placed members who can reach out through their own networks will help identify and enable further cooperation opportunities locally and regionally, if not wider, too. Although Swansea RDP has a relatively small budget for cooperation activities it is recognised that much value – financial and otherwise – is added by working cooperatively.

The regional Area Statements, recently published by NRW, also provide opportunity for collaboration between LAGs.

3.3 Description of Innovation

Responding to the nature and climate emergencies necessitates innovative approaches – there is no more time for business as usual. Already, Swansea RDP has supported new projects that are leading the way, such as Cae Tan - Wales' largest Community Supported Agriculture (CSA) scheme, a second CSA project in rural Swansea, and the country's first community-owned solar farm. The opportunity to pilot new products, services, or ways of working using LEADER principles embedded in this LDS, continue to offer great potential to act as a catalyst for change across Swansea and the wider southwest 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 supply chains and local produce. 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. This is what Swansea RDP and its officers will facilitate in rural Swansea.

Emphasis will be put on projects that deliver multiple LDS objectives, benefits and outcomes, such as: improving / greening the tourism offer whilst creating shared outcomes for nature conservation or food producers; or, maximising the use of local, community-owned facilities to help grow micro- / home-based enterprises whilst generating income to help run the facilities for the benefit of the wider community. In fact, the one planet ethos necessitates a win-win-win approach, for sustainable management and use of resources, economy and communities, and nature.

Further, as a result of the restrictions imposed by the corona virus pandemic we are seeing communities and business adapt - becoming more cohesive and resilient and, whether intentional or not, delivering many benefits for our natural environment. Swansea RDP will seek to support initiatives that innovate to find new ways of providing goods and services in rural communities as they align with a number of our strategic aims and objectives.

3.4 Action Plan

Please refer to the Intervention Logic Table in *Appendix I*.

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 with a consistent approach used to deliver key messages. Engagement methods include:-

- RDP webpages www.swansea.gov.uk/rdp kept regularly updated;
- RDP social media channels to be 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 distribution lists including the Rural Database, Swansea Food Partnership and Swansea RDP LAG networks;
- Presentations to interested parties and organisations;
- Factsheets and case study material produced and published as the programme progresses.
- Outreach surgeries to be established in the community to aid animation and gain feedback from our rural communities
- New digital ways of working to be developed to reach a wider demographic and to reduce the programme's carbon footprint, including an introduction video to the new One Planet approach adopted by the partnership, explaining the vision for the programme including previous and existing programmes;
- Increased visibility and activity of Swansea RDP LAG members to promote specialist support and knowledge available.

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 programme webpages will continue. A targeted approach will be implemented for press releases, advertorials in the local press and where capacity allows having a presence at local events to provide further avenues for promoting the results and impact of the Strategy as it progresses.

Dissemination of best practice

The range of methods outlined above ensure examples of best practice are effectively shared locally, regionally and, where appropriate, nationally. Regular reporting between LAG Officials, projects, 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. Participating organisations will be issued with a media pack outlining the compliance and quality assurance requirements on LEADER funded programmes.

Annual Publicity of Earth Day

[Earth Day](#), 22nd April, is publicised to celebrate and raise awareness in rural Swansea communities about the world's largest environmental movement to drive transformative change for people and the planet. It is an opportunity for Swansea to evaluate the role it plays in the current environmental crisis and take positive and sustainable action. The programme will release a series of communications in line with the annual theme in the lead up to Earth Day through social media channels; organisational channels and networks; and PR demonstrating the relationship between our planet, Swansea and work delivered through the LDS

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.

In addition, all participants and enterprises will receive information about the new One Planet focus, including key messages and helpful pointers on how to implement this approach throughout their projects.

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.

For an overview of the Swansea RDP Communications Plan - Actions for Swansea RDP Development and Implementation, please see Appendix D

SECTION 4 – MANAGEMENT OF OPERATION

Description	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.
Linked to	Part of Section 3.11 of the LDS Guidance June 2014 (remainder to be covered under Section 2 – Financial & Compliance)
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, social and environmental change 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, 1.4 x FTE covers administration (0.55 FTE) and animation (0.85 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, as set out below. Systems are established to keep audit trails fully compliant but as short as possible.

LEADER programme delivery (75%)

Currently employed are 0.85 x FTE External Funding Programme Officers and 0.5 External Funding Officer 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 £525k development fund set aside within the indicative 7 year allocation to enable funding of experimental initiatives and activities during the programme. This equates to £75k 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.

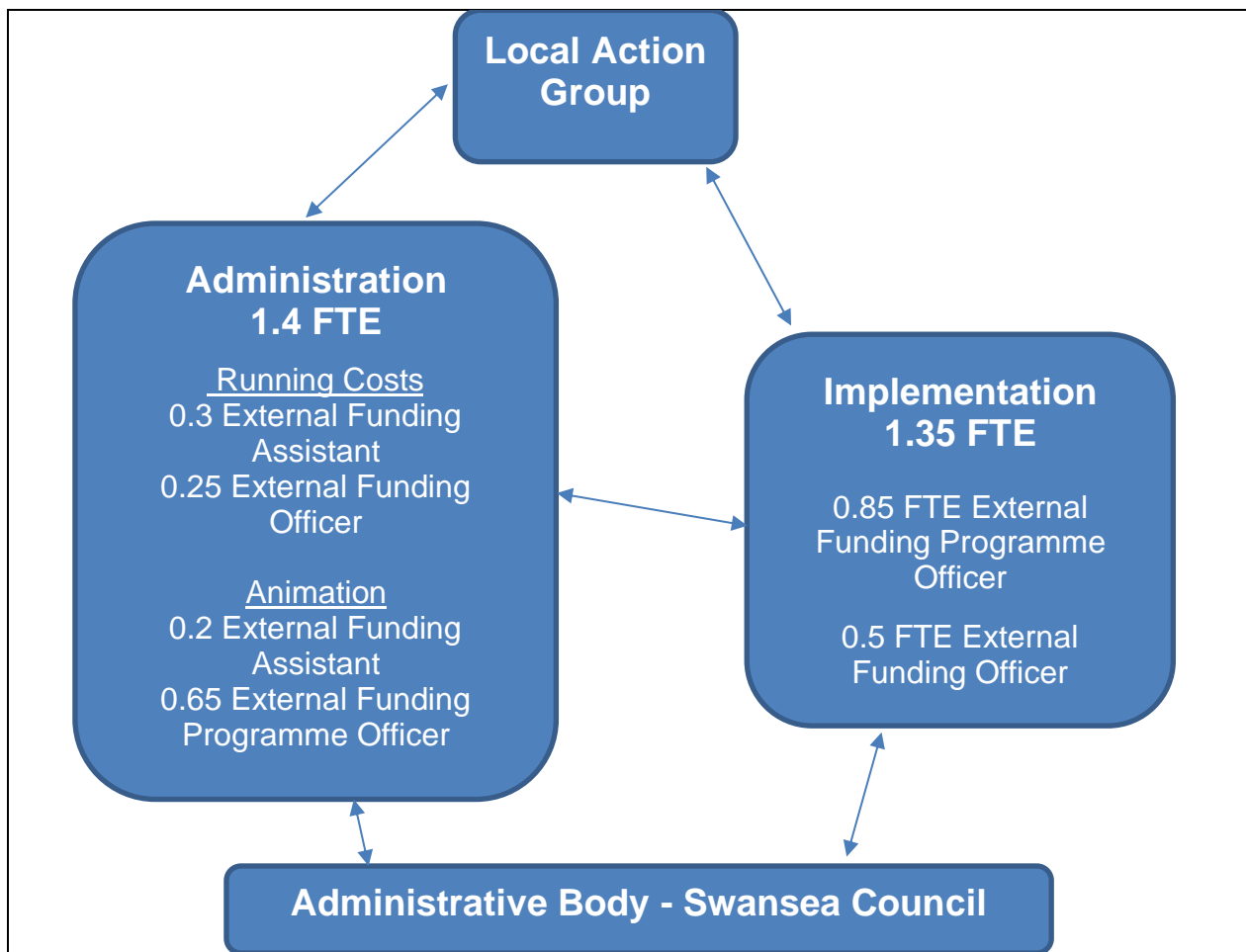


Figure 10: Structure of Swansea RDP

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 resulting projects. The RDP team work to the LAG to ensure a 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 in the core project team. The team is supported by the Economic Development and External Funding Manager and the Economic Development Manager, who line manages the team, both of whom are experienced in supporting delivery of a range of European and other externally 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.

Further, the regional RDP Officer meeting for the south and west Wales areas is a key source and opportunity for sharing best practice, problem solving, and support between officers.

SECTION 5 – VALUE FOR MONEY

Description	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.
Linked to	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)

5.1 Financial Delivery Profiles

Running costs are capped at the defined percentages and 100% funded. The four posts identified 0.5FTE External Funding Assistant, 0.5FTE External Funding Officer, and 1.5FTE 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

Description	Explain how the Local Action Group intends to deliver the result and output indicators identified and all associated targets.
Linked to	Section 4.1 of the LDS Guidance June 2014

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, a detailed reassessment in early 2020 to reconsidered outputs in light of the approved projects to date and was submitted to WG as part of a programme re-profiling exercise.

Eight national indicators are stipulated for LEADER activity, with four indicators contributing to Cross Cutting Theme.

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 has established 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.

Direct pilot activities have also been undertaken through projects such as underway such the Gower Community Tourism Ambassadors Scheme and Market at the Mill.

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.

In light of this revised strategy, the Administrative Body will also develop Key Performance Indicators that reflect and align with the one planet approach. When completed, they will be inserted as an addendum to the strategy.

6.2 Evaluation Plan

Evaluating Performance against the LDS

The LAG and will receive a comprehensive quarterly report compiled by RDP Officers, which enables an on-going evaluation of performance and ensures that programme activity continues to reflect the vision, aims, and objectives of the LDS. This reporting includes:-

- Confirm number of projects completed and approved, and LEADER Themes.
- Report on progress in the preceding quarter
- Progress against LEADER outputs
- Case Study/ies
- Events
- Co-operation
- Current risks and Challenges
- Current project performance monitoring including RAG status
- Budget and Allocation summary
- Programme considerations
- Expenditure to date against profile
- Any other relevant information.

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.

An interim evaluation will be commissioned in the summer of 2020, with a final evaluation subsequently due in 2023.

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 2020 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.

SECTION 7 – SUITABILITY OF INVESTMENT

Description	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.
Linked to	Sections 3.2 and 3.3 of the LDS Guidance June 2014

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 Swansea RDP mailing list, which is 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 in sub-groups and full LAG meetings, and through Animation activities, about the previous version of the LDS, achievements to date and what priorities should be set for the future have shaped the current strategic themes and objectives for the Strategy.

As part of the review of this LDS a stakeholder analysis / mapping exercise was carried out yielding the following results:

Table 7: Stakeholder Map: Please see pages 58 – 59

[Table 7: Stakeholder Map](#)

High Power/Low Interest	High Power/High Interest
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<ul style="list-style-type: none"> • Council departments e.g. Planning • Rural landowners • Industrial parks / enterprise zones • Swansea market • Local Produce Markets UF • Health Sector 	<ul style="list-style-type: none"> • Rural Community Councils • Strongly established groups - Gower Society, Swansea Ramblers, Pontarddulais Partnership, Gower AONB Forum, Farming groups • Festival organisers • Council departments e.g. Tourism, AONB • Person responsible for climate & nature emergency response • Swansea Environmental Forum • Low Carbon Swansea • Renew Wales • Fisheries Local Action Group • Regeneration Swansea • Tourism Forums • SCVS • Subject matter experts – public transport/low carbon/energy efficiency & renewables/waste • Cabinet members / champions • Swansea Food Partnership • NRW • Swansea University/Trinity • Public Health Board • Welsh Rural Network - WG • Menter a busnes • Carmarthen Bay and Estuaries European Marine Site Relevant Authorities Group • Swansea Poverty Partnership Forum • Swansea Financial Inclusion Steering Group • Local nature partnership
<p>Low Power/Low Interest</p>	<p>Low Power/High Interest</p>
<ul style="list-style-type: none"> • Schools • Sport clubs • Guide & scout groups • Local people (not engaged) • Business Wales • Employment training schemes 	<ul style="list-style-type: none"> • Micro enterprises (food, tourism, etc) • SMEs / CICs / Social Enterprises • Small community groups – Friends of Groups • Local people (engaged) • Business partnerships / groups • VocalEyes • Allotment/food groups • Urban Foundry

- Wildlife / conservation organisations
- Local Rural Producer Market
- 4TheRegion

The Swansea Rural Development Partnership continues to be well attended and has matured into its role as gatekeeper for the current LDS. Following completion of this LDS review and with consideration of the findings of the stakeholder mapping exercise, membership undergo a review and an open call will follow; whilst the overall size of the group has to be kept manageable, the Partnership is open to new members. The membership review ensures consistency with the new themes of this LDS and will make the most of interest from new members willing to engage with the process.

The communications plan (see appendix D) highlights some specific actions the LAG and its officers will undertake throughout the development and implementation of the programme to raise awareness of RDP / LEADER and this LDS amongst the wider communities of rural Swansea.

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 8: SWOT Analysis – Please see pages 60 - 61

Table 8: SWOT Analysis

Strengths	Opportunities
<ul style="list-style-type: none"> • Gower Area of Outstanding Natural Beauty 	<ul style="list-style-type: none"> • Access to improvements to infrastructure and buildings from previous EU funding programmes,

<ul style="list-style-type: none"> • World-class natural environment that also provides a wide range of ecosystem services and natural resources • Large areas of unspoilt coastal and inland environments adjacent to urban core that includes a number of nature conservation designations • Large number of indigenous micro-enterprises in tourism, agricultural and crafts sectors • Popular annual festivals, e.g. Gower Show, Gower Festival, Pontarddulais Annual Agricultural Show • Range of integrated tourism marketing materials and small scale infrastructure from 2007-2013 programmes • Local networks and interest groups: tourism, food & craft producers, AONB Partnership, community groups, etc • A continually developing focus on local produce and food through a range of organisations and businesses (CSAs, farm co, Gower Salt Marsh Lamb, etc) • Green infrastructure strategy currently under development (Apr'2020) • A strong base and interest in developing future activities & projects that align with the One Planet vision • Legacy of projects already funded that deliver against the One Planet vision. • New strategy integrates well with and complements a number of key strategies/policies – leading to potential future funding 	<p>e.g. Felindre Business Park, numerous facilities across rural wards</p> <ul style="list-style-type: none"> • Swansea City Centre opportunities for rural urban links such as food and sustainable transport links • Opportunities to evaluate community-based renewable energy options • To make better use of existing local facilities and infrastructure, e.g. develop visitor centre, and link with walking/cycling routes • Efforts to be made to support community cohesion particularly in light of the refugee crisis. • Exploration of future & alternative funding streams • Future ways of working post major changes such as Brexit/end of programme – new ways of doing things, opportunity to support the community • Research/investigate community and business responses in rural Swansea to increase resilience during and post COVID-19 • Tourism businesses have an opportunity to reinvent/consider alternatives such as eco tourism market as a result of the disruption of COVID-19 • Increasing demand for local produce/other services during COVID-19 which could be harnessed to shorten supply chains and develop the circular economy • Arts sector and Open Studios
<p>Weaknesses</p>	<p>Threats</p>
<ul style="list-style-type: none"> • Negative perceptions of ability to undertake development vis a vis planning requirements • Gaps in walking, cycling and poor availability of public transport 	<ul style="list-style-type: none"> • Decline of rural services • Community population decline • Prevailing memories of unsuccessful cooperation initiatives, e.g. Gower Growers • Affordable housing – local residents being priced out of area

<ul style="list-style-type: none"> • Availability of quality tourism facilities at key locations, e.g. parking or visitor facilities • Communication / internet access / mobile phone network • Lack of exit strategy – future of the partnership post current RDP programme • Limited budget for projects, long term impacts difficult to achieve • Lack of awareness of our strategy and vision outside of ‘the usual suspects’ • Lack of engagement with some key sectors including farming and youth • Rural Swansea does not have a baseline measure of ecological footprint to track progress against • Despite encouraging developments in local food production, rural Swansea is still heavily reliant on external resources 	<ul style="list-style-type: none"> • Inappropriate developments • Longer term sustainability of services and facilities • Rural poverty in some wards • Climate & Nature Emergencies and decline of biodiversity • Long term funding for Community Led Local Development post Brexit • COVID-19, impact on rural communities and businesses • Policies and developments that may conflict with/threaten the vision of the strategy • Big retail/chain high street/online sales compete with local businesses • Lack of infrastructure for Electric Vehicles
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SECTION 8 – CROSS CUTTING THEMES

Description	Explain how the Local Action Group will maximise its contribution towards the Cross Cutting themes of Equal Opportunities, Sustainable Development and Tackling Poverty.
Linked to	Sections 3.6 and 3.7 of the LDS Guidance June 2014

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 work of Swansea RDP. 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 delivering the LDS. 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 make their own contribution to and be part of a more prosperous and sustainable Wales and rural Swansea, raise the level of GDP in Wales, and address the imbalance in earning for women and men and others with protected characteristics. Examples include:-

- Appropriate and inclusive 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 a focal and fully integrated component of all proposed activities under the Strategy. Examples include:-

- Addressing the decline in biodiversity and increasing ecosystem resilience;
- Considering studies into energy efficiency and 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 and brand value;
- Influencing and supporting 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 enhancing and widening access to locally provided services and low / zero carbon community transport, whilst reducing the rural carbon footprint.
- 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 energy efficiency and 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 corporate priority 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, above, 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

Description	Explain the potential of the Local Action Group to continue the proposed activity beyond the lifetime of the Programme.
Linked to	Section 5.0 of the LDS Guidance June 2014

9.1 Mainstreaming Plan

Programme level

The communication plan set out in Appendix D details various ways that information on successful actions is disseminated. 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

emphasis for the 2020, particularly in light of the new 'one planet' focus of this LDS 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 Appendix D. 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, supported by the Administrative Body, will strive to do this to help ensure a legacy for the achievements 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 sector support are key funding strands that are 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

Signed:	Hamish Osborn
Name:	HAMISH OSBORN
Chair/Deputy Chair LAG:	Chair
Date:	11.06.2020

Administrative Body Representative

Signed:	Vicki Thomson
Name:	Vicki Thomson
Position in Administrative Body:	LAG Administrative Body Lead Contact
Date:	11.06.2020

APPENDICES

<i>APPENDIX A</i>	<i>P68</i>
SWANSEA RDP LOCAL ACTION GROUP TERMS OF REFERENCE	
<i>APPENDIX B</i>	<i>P73</i>
TERMS OF REFERENCE FOR THE RDP GRANTS PANEL	
<i>APPENDIX C</i>	<i>P74</i>
GRANTS PROCESS AND CRITERIA	
<i>APPENDIX D</i>	<i>P76</i>
COMMUNICATIONS PLAN	
<i>APPENDIX E</i>	<i>P77</i>
MEMBERSHIP OF SWANSEA RURAL DEVELOPMENT PARTNERSHIP, AS AT AUGUST 2020	
<i>APPENDIX F</i>	<i>P79</i>
RDP MEMBER RECRUITMENT PROCESS	
<i>APPENDIX G</i>	<i>P81</i>
RDP LEADER APPROVED PROJECT SYNOPSIS – AT APRIL 2020	
<i>APPENDIX H</i>	<i>P83</i>
RDP CLAIM FORM TEMPLATE FOR GRANT RECIPIENTS	
<i>APPENDIX I</i>	<i>P84</i>
INTERVENTION LOGIC TABLE	

SWANSEA RDP LOCAL ACTION GROUP TERMS OF REFERENCE

The following terms of reference for the Swansea RDP Local Action Group 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 and a subsequent review and open call in November 2017.

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.
- h) To increase the visibility of the LDS and its aims in the rural wards and the wider Swansea area.

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. The LAG may also review the LDS at any time if they feel it necessary.

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 LAG may seek new members at any time according to need. The application process is as follows;

- Relevant stakeholders are approached by officers or existing LAG members, or interested individuals find out about the opportunity to join the LAG through animation activity etc.
- Prospective LAG members complete an Expression of Interest form and submit to officers. The EOI explains why the individual is interested in joining the LAG, what organisation/interest they represent, and what skills and expertise they bring to the table.
- Returned forms are assessed by officers and LAG members for fit with the area of expertise/interest the LAG is seeking, if any. Questions include, opinions on the LDS priorities, knowledge and skills, and links to other partnerships or organisations.
- LAG members will take a vote on whether or not to invite prospective members to join.

The application process is advertised by officers 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, and by LAG members through their own networks and organisations.

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.

LAG members may nominate a named deputy who represents their organisation or interest to stand in for them in the case that they are unable to attend a meeting, the Secretariat is to be informed when the deputy is chosen.

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 and or political interest is required to leave the room for that agenda item. A LAG member may, however, participate in discussions from which they may indirectly benefit, for example where the benefits are universal to all users/beneficiaries/community members, or where the benefit is minimal.
- The quorum position is carefully monitored in these situations and will be re-checked 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:

- Requires sight of the duly signed overall Operation 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;
- Monitors compliance with this process to ensure that all significant changes are approved by the Welsh Government prior to implementation;
- Ensures that that full records of such changes are maintained and are readily available for inspection.

Overall delivery and management

The LAG:

- Is clearly representative of the main partners having an interest in the Strategy;
- Takes overall responsibility for the robustness of the project appraisal, selection and monitoring process;
- Receives detailed quarterly reports on progress against the aims and objectives of the Strategy;
- Takes overall responsibility for the delivery and management of the programme locally;
- Oversees the delivery of projects;
- Approves annual progress reports from the Lead Administrative Body on the Strategy.
- Will make connections, reach out to their networks, and represent their group/organisation's interests on the LAG.

- Can, at need, set up Working Groups and or Task and Finish Groups to address a particular need or area of work.

Regularity and Propriety

The LAG:

- Draws 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;
- Ensures its general policies reflect these rules and basic principles of propriety;
- Receives an annual report covering the Asset Inventory and holding;
- Considers 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 at least once every six weeks. Further meetings are arranged at the request of the LAG should extraordinary items need to be considered. Meeting times and where possible the location are notified to LAG members by the Administrative Body at least 4 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.

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 RDP Grants Panel**PIFs and Full Applications**

All LAG members receive all submitted PIFs and Full applications of which; PIFs are only assessed for invite to the next stage, and full applications are scored individually.

An exceptional LAG meeting is held to discuss applications, and can be attended by any LAG member who wishes to be included but the meeting must remain quorate. LAG members who are unable to attend may submit their comments and scores prior to the meeting and all members must declare any conflict of interest. At this exceptional LAG meeting, scores are discussed, alongside comments submitted by LAG members both present and absent. The exceptional LAG meeting panel would decide whether to keep the average scores as received, or whether to amend based on discussions. The scores/outcomes given in this meeting would be considered final and would not need further ratification. This process is repeated for both PIF and Full Application stages

Fast Track Application

Fast Tracked applications skip the PIF stage and are assessed as and when they are submitted rather than in specific large grant windows. The Partnership will set a maximum Fast Track grant pot, and will determine the timing of the Fast Track funding rounds, including end dates. In general, only one Fast Tracked grant may be funded per organisation, however the Partnership has discretion to allow more in exceptional circumstances.

All LAG members receive all applications and score individually

Fast Track Applications can be discussed at general LAG meetings and decisions finalised but the meeting must remain quorate. LAG members who are unable to attend may submit their comments and scores prior to the meeting and all members must declare any conflict of interest. If there are large numbers of applications received an exceptional Fast Track LAG meeting would be held and the above process would be implemented.

The LAG will also receive a One Planet self-assessment form from the applicant. This form will be a supplementary form to the fast track application. There will be no scores attached to the form but it will give the LAG the opportunity to assess how the project will affect and improve the One Planet principles set out in the LDS. The self-assessment form contains seven questions on the One Planet principles. Each question is split into two and requires the applicant to give a score of how their organisation currently affects the One Planet principles, and how their project will make a difference to these principles.

UNALLOCATED FUNDS

Any unallocated funds in the last 6 months of programme delivery will be offered to active project to bid to by way of a project top-up for new activities, or project costs. The application process would be via a recorded presentation outlining their current project, the identified costs and how it would add benefit to Swansea's rural communities. The presentation will be followed by a Q&A session at a LAG meeting which would be recorded for audit purposes. The LAG would then discuss the proposals prior to making a decision. This process would be a paperless process and a recording taken for audit purposes.

APPENDIX C

Grants Process and Criteria

The system for processing applications is described below:

Swansea Rural Development Partnership has a two stage grant application process. At stage one, Project Idea Form (PIF), Partnership members are looking for a good feel of a projects' goals, its fit with the Local Development Strategy and any current priorities, value for money, legacy, and innovation. The second stage, Full Application, will seek more detail about the above as well as further information. Both the PIF form and Full Application are available to view on the Swansea RDP website at any time, even when funding windows are closed, to allow prospective applicants a chance to prepare for the process.

If a funding window has a particular priority theme this will be announced in advance of the window's opening; projects that fit with a priority theme will have a much greater chance of being funded than those which do not. All projects must fit with the LDS in order to be considered.

When PIFs are received they are first assessed for eligibility by RDP Officers. Eligible PIFs are passed on to the Partnership's Grants Panel for scoring, the Panel does not commit to approving any particular number of PIFs for progression to full application.

Applicants whose PIFs are approved for progression to Full Application will be required to meet with RDP officers as soon as possible following notification. This meeting will cover feedback from their PIF, which the applicant must take on board, and any queries they may have about the Full Application form or process.

Shortly before the close of the Full Application window, applicants will have the opportunity to submit a draft of their application to RDP Officers. The Officers are unable to provide any feedback on the quality of the application, but may alert applicants if there are currently any sections that would fail to meet eligibility requirements.

When the Full Application window closes, Officers will assess applications for eligibility. Eligible Applications are passed on to the Grants Panel for scoring. Applications which are deemed by the Panel to fail to meet the minimum quality threshold will not be considered for funding. Those which do meet the threshold will be ranked by their average score, and this will be the order in which funding is awarded should there be a higher total level of grant requested than is available.

Successful projects will be required to sign their funding agreement within 14 working days of notification of outcome. In some cases approval of a project may be based on Special Conditions specified by the Grants Panel, which the applicant must accept in order to receive the funding. Once agreements are signed the applicant will have an inception meeting with Officers to cover claims & monitoring processes and any queries they may have. Following this, projects will be able to start delivery.

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

Section 1: <i>Project Title</i>	Section 18: <i>Project Management</i>
Section 2: <i>Description of Project</i>	Section 19: <i>Risks</i>
Section 3: <i>Applicant Details</i>	Section 20: <i>Value for Money</i>
Section 4: <i>Project Timescales</i>	Section 21: <i>Other Funding Sources</i>
Section 5: <i>Project Costs</i>	Section 22: <i>Sources of Match Funding</i>
Section 6: <i>Your Project and the Local Development Strategy</i>	Section 23: <i>Welsh Government Match Funding</i>
Section 7: <i>Innovation</i>	Section 24: <i>Project Costs by Year</i>
Section 8: <i>Project Beneficiaries</i>	Section 25: <i>Match Funding Contribution Towards Costs – By Year</i>
Section 9: <i>Need, Demand & Project Development</i>	Section 26: <i>Project Costs Breakdown</i>
Section 10: <i>Project Delivery – Beneficiary Involvement</i>	Section 27: <i>Engagement of Delivery Organisation</i>
Section 11: <i>Stakeholders</i>	Section 28: <i>Project Ownership</i>
Section 12: <i>Wards Served by the Project</i>	Section 29: <i>Leasing Equipment</i>
Section 13: <i>Cross Cutting Themes</i>	Section 30: <i>Second-Hand Equipment</i>
Section 14: <i>Project Outputs</i>	Section 31: <i>Financial Due Diligence</i>
Section 15: <i>Project Outcomes & Legacy</i>	Section 32: <i>Applicant Confirmations</i>
Section 16: <i>Project Milestones</i>	Section 33: <i>Certificate</i>
Section 17: <i>Exit Strategy</i>	<i>Appendix 1: Stakeholder Map</i>
	<i>Appendix 2: Communications Plan</i>

COMMUNICATIONS PLAN

Actions	Frequency	2020	2021	2022	2023
Launch of New One Planet LDS		JUNE			
Promotion of LDS and funding windows through animation and surgeries	As required	x	x	x	
Swansea RDP webpages (on Swansea Council website) to be updated on a regular basis	Ongoing	x	x	x	x
Social media channels to be regularly updated Programme and Swansea Council	On going	x	x	x	x
Targeted press releases and use of Swansea Local Authority Leader newspaper to promote good news stories	As required	x	x	x	x
Promotional literature and advertisements	As required	x	x	x	x
Various Welsh Government e-newsletters such as Wales Rural Network Wales issued to LAG members to cascade onto their groups	Ongoing	x	x	x	x
Publication of LEADER Approved projects on the Wales Rural Network website	As required	x	x	x	x
Consideration of promotional You Tube clips for approved projects and outcomes	As required	x	x	x	x
Presentations to various groups and interested parties	Ongoing	x	x	x	x
Attendance at appropriate rural events including The Gower Show, funding surgeries, etc	Ongoing	x	x	x	x
Attendance at Welsh Government / Wales Rural Network events which show case best practice/activity and subsequent dissemination to LAG and possible implementation	As required	x	x	x	x
Individual briefings for rural ward members, community councils, community organisations etc.	As required	x	x	x	x

MEMBERSHIP OF SWANSEA RURAL DEVELOPMENT PARTNERSHIP, AS AT AUGUST 2020

#	Name (MEMBERS)	Sector	Representation	ORGANISATION
1	Alyx Baharie	3rd	Voluntary Services	Swansea Council for Voluntary Service
2	Carl Gough	3rd	Cooperatives and Sustainability	Wales Co-operative Centre
3	Chris Lindley	Public	AONB and Environmental	SC – Gower AONB
4	Cllr Andrew Stevens (Rural Champion)	Public	All Rural Issues and Wider Community	Swansea Council – Cabinet Member for Better Communities, and Champion for Rural Economy
5	Cllr Paxton Hood-Williams	Public	Wider Community	Councillor Fairwood Ward & Three Crosses
6	Deb Hill	3rd	Environmental	Swansea Environmental Forum

7	Geraldine Williams	Public	Tourism	SC – Tourism (cc to Steve Hopkins)
8	Hamish Osborn (Chair)	Public	Environmental	Natural Resources Wales (also LAG Chair)
9	Linda Frame	Public	Wider Community	Mawr Community Council
10	Paul Baker	Public	Environmental and Community	Llangyfelach Community Council
11	Sian Denty	Public	Tackling Poverty	SC – Poverty & Prevention
12	Stephen Crocker	Private	Tourism	Tourism Swansea Bay
13	Bethan Roberts	Private	Agriculture, Farming Community and Business	Self -employed
14	Rachel Aka	3rd	Community	Employed
15	Tanya Nash	Private	Private	Self - employed
16	Nigel Doyle	3rd	Community	Community
17	Malcolm Ridge	3rd	The Gower Society	Community

18	Richard Williams	3rd	Community	YMCA
19	Rob Morgan	Private	Agriculture, Farming Community and Business	Self - employed
20	Bob Morgan	Private	Tourism - Accommodation	Self - employed

2022

RDP MEMBER RECRUITMENT PROCESS

Periodically the LAG will put out a call for new members. Interested individuals will be asked to complete the following form.

**SWANSEA RURAL DEVELOPMENT PARTNERSHIP
EXPRESSION OF INTEREST FOR MEMBERSHIP**

1. Contact Details

Name:	
Contact Postal Address:	
Telephone Number:	
Email address:	
Employment Status:	
Employers name (if applicable):	
Phone number:	
RDP-eligible Swansea wards you intend to represent:	
Groups or interests you intend to represent:	

2. Interest in joining the LAG: Why are you passionate about becoming part of the Partnership and joining the community led development in the RDP eligible rural wards? What needs and issues of these areas do you think the Partnership can address?

3. Representation: What area, group, or interest do you represent? Why do you think it is important for them to be represented on the Partnership?

4. Skills and knowledge you would bring to the LAG: Please tell us about what skills, knowledge and expertise you would bring to group and how this would benefit the LAG especially in relation to the new One Planet approach adopted in the LDS.

5. Please tell us about any previous experience of European Funding, Community Development, Economic Development, One Planet or other groups/partnerships

6. Possible Conflicts of Interest: Please tell us about any conflicts of interest you may be aware of which could impact on your participation in the LAG e.g. Is your organisation/project in receipt of RDP funding. Do you hold a business

relationship or are you related to anyone serving on the LAG at present or previously?

7. Availability to attend meetings: Please tell us about any time limitations you may have in relation to attending regular meetings either in the daytime or evenings, in person or digitally.

**Please return the completed form by [DATE]
12pm (noon) to: rdpleader@swansea.gov.uk with the subject line
'LAG Membership EOI' any applications after this deadline will not
be accepted.**

**Should your application to join the Swansea Rural
Development Partnership be successful you must agree to the
following statement:**

All Swansea Rural Development Partnership members exercise their functions in the public interest. Decisions are made openly, impartially, with sound judgement and for justifiable reasons. No member must seek to benefit from access to sensitive or restricted information to which they are privy as a result of sitting on the panel.

Signature
(Please note the Partnership requires a physical signature on this document)

Date:.....

RDP Leader Approved Project Synopsis – at April 2020

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.

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.

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.

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.

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.

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.

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.

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.

Cae Tan - Community Supported Agriculture

Creating a self-sufficient rural economy through job and training opportunities, community engagement, education, trade & environmental improvements.

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.

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.

Market at the Mill

To pilot outdoor evening produce markets at Parkmill with associated educational activity

Pennard Community Hub Feasibility

To provide evidence of need and a business plan in order to proceed to funding applications for planning permission and surveys and completion of a Community Hub which will significantly improve the offer of facilities within Pennard and its surrounding wards.

Big Meadow CSA

To set up an innovative Community Supported Agriculture scheme combined with a residential programme (Surf N Turf) engaging rural communities across Gower and providing locally grown, plastic free veg boxes direct to 50 households. Based in Llangennith, an isolated rural area on Gower with limited access to shops or choices to opt for local, package free food. We aim to create a vibrant, sustainable food production scheme with regular volunteering opportunities and maximum community involvement. Education and harnessing the positive well-being and self-development that can come from working on the land will be a focus of our work with volunteers and groups

Gower Off-road Cycle Routes

The project is intended to encourage more informal cycling on Gower using the existing network of bridleways as a way of enjoying the countryside, whilst keeping any interaction with cars and motorised vehicles to a minimum. Riders will be able to choose shorter rides and circuits or long distance rides (the entire network is 65km long). In addition, the project will improve the network generally for the benefit of horse riders and walkers.

Please Note: As new projects are approved, the above list is updated and can be viewed at the Swansea Council RDP website <http://www.swansea.gov.uk/rdp>

SWANSEA RDP GRANT RECIPIENT CLAIM FORM TEMPLATE

APPENDIX H

As attached

INTERVENTION LOGIC TABLE

Name of LAG: Swansea Rural Development Partnership
Date Completed/Reviewed: 31 st March 2016 / 30 th April 2020

Development Needs / Opportunities	Specific Objective (Objective Ref.)	Strategic Fit (Strategic Aim Ref.)	Type of actions to be supported SMART actions, state where co-operation action is envisaged	Outputs (from LDS Guidance Monitoring Framework section plus additional indicators/targets set by LAG)	Output Target	Contribution to cross-cutting themes	Who will be involved in the delivery	Timeline (start-finish)
Leader Theme 1: Adding Value to local identity and natural and cultural resources								
<p>Need for feasibility and scoping work around existing recreation and tourism infrastructure, tourist information to identify further opportunities of joining up and improving facilities and marketing.</p> <p>Promotion of local identity through innovated approaches such as tourism apps, linking all walking, cycling routes and natural/heritage sites of interest.</p> <p>Encourage greater community engagement to support greater involvement in the promotion of natural and cultural resources and play a key role in their maintenance for generations to come.</p>	All	Strategic aim 1, 2 & 3	<p>Define and commission a feasibility study that looks at public transport network, cycle and walking routes and joins these routes together and to possible visitor hub/s.</p> <p>Encourage, promote and develop local volunteers to serve as champions for local heritage sites and natural resources</p> <p>Facilitate wildlife tourism, the health benefits of the natural environment and promote recruitment of voluntary wardens.</p> <p>Explore and develop education and awareness raising activities to promote and interpret local natural environment. This could include promotion events, development of apps, social media etc. All promotional activities and platforms developed would take into consideration state aid implications and ensure there is complementarity with existing provision, therefore avoiding any duplication.</p> <p>Facilitate and promote themed festivals such as walking festivals, food tourism, outdoor pursuits etc.</p>	<ol style="list-style-type: none"> No. of feasibility studies No. of networks established No. of jobs safeguarded through supported projects No. of pilot activities undertaken/supported No. of community hubs No. of information dissemination actions/promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged No. of participants supported 	<p>2</p> <p>4</p> <p>0</p> <p>5</p> <p>4</p> <p>4</p> <p>10</p> <p>0</p>	<p>Equal Opportunities and Gender Mainstreaming</p> <p>Sustainable Development</p> <p>Tackling Poverty and Social Exclusion</p>	RDP LEADER Officers in collaboration with LAG and external agencies.	1 Jan 2015 – 31 Dec 2021

LEADER Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains

Need for the development of visitor and business hub/s to include heritage information, space for pre-commercial incubation. Have a truly local supply chain, keeping money and resources within the area and support development of cottage industries in rural areas.	3, 4, 5	Strategic aim 2 & 3	Define and commission a feasibility study that looks at current facilities and support for pre-commercial development with the aim of developing an action plan of support. Facilitate cooperation between local businesses for mutual benefit to enable short supply chain opportunities. E.g. linking local producers to hotels, B&B's and restaurants. Promotion activity around local produce and services. This could include hosting local produce festivals and marketing activities.	1. No. of feasibility studies 2. No. of networks established 3. No. of jobs safeguarded through supported projects 4. No. of pilot activities undertaken/supported 5. No. of community hubs 6. No. of information dissemination actions/promotional and/or marketing activities to raise awareness of the LDS and/or its projects 7. Number of stakeholders engaged 8. No. of participants supported	2 4 0 5 4 4 10 0	Equal Opportunities and Gender Mainstreaming Sustainable Development Tackling Poverty and Social Exclusion	RDP LEADER Officers in collaboration with LAG and external agencies.	1 Jan 2015 – 31 Dec 2021
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LEADER Theme 3: Exploring new ways of providing non-statutory local services

To have high quality, thriving local services and facilities that are joined up, accessible and benefit not only the wider community but also tourists. To improve access to rural Swansea for locals and visitors through a variety of transport options that are fit for purpose. Identify and review opportunities for community asset transfers, for hubs/facilities that could be sustainably supported be engaged communities.	1, 2, 3, 4, 5	Strategic aim 1 & 2	Define and commission a feasibility study that looks at public transport network, cycle and walking routes and joins these routes together and to possible visitor hub/s. Pilot new and innovated public transport scheme that meet needs of local residents and critical tourism industry. Explore appetite for asset transfers and engage community groups in proposals.	1. No. of feasibility studies 2. No. of networks established 3. No. of jobs safeguarded through supported projects 4. No. of pilot activities undertaken/supported 5. No. of community hubs 6. No. of information dissemination actions/promotional and/or marketing activities to raise awareness of the LDS and/or its projects 7. Number of stakeholders engaged 8. No. of participants supported	2 4 0 5 4 4 10 0	Equal Opportunities and Gender Mainstreaming Sustainable Development Tackling Poverty and Social Exclusion	RDP LEADER Officers in collaboration with LAG and external agencies.	1 Jan 2015 – 31 Dec 2021
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LEADER Theme 4: Renewable energy at community level

Improve opportunities for the development of community renewable energy schemes. Explore options for improved renewable energy infrastructure	6	Strategic aim 3	Define and commission feasibility study that would review fit for purpose options of schemes that could be delivered in rural Swansea, including site suitability assessment for potential renewable energy facilities.	1. No. of feasibility studies 2. No. of networks established 3. No. of jobs safeguarded through supported projects 4. No. of pilot activities undertaken/supported 5. No. of community hubs 6. No. of information dissemination actions/promotional and/or marketing	2 4 0 5 4 4	Equal Opportunities and Gender Mainstreaming Sustainable Development	RDP LEADER Officers in collaboration with LAG and external agencies.	1 Jan 2015 – 31 Dec 2021
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			<p>Explore solar powered network of charging points linked to community hubs</p> <p>To provide support to community groups to access funding that will enable development of small-scale renewable energy facilities that would in-turn benefit wider population.</p> <p>To pilot services that can provide advice and guide to local residents on renewable energy options.</p>	<p>activities to raise awareness of the LDS and/or its projects</p> <p>7. Number of stakeholders engaged</p> <p>8. No. of participants supported</p>	<p>10</p> <p>0</p>	Tackling Poverty and Social Exclusion		
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LEADER Theme 5: Exploitation of digital technology								
<p>Opportunities should be explored to develop new local community ICT hubs.</p> <p>Developments are needed around ensuring rural population are digitally connected and educated in ICT use and it benefits.</p>	7	Strategic Aim 3	<p>Research and scoping exercise needed to look at current facilities, how these could be utilised and converted into ICT hubs for locals and visitors.</p> <p>Subsequent marketing of facilities and services throughout area.</p> <p>Undertake piloting of ICT training sessions for local residents looking to 'get online' and signpost to Business Wales and other services to enable support of micro businesses in accessing technology equipment and services, including social media. Bespoke options tailored to rural exploitation of digital technology will need to complement other existing provision and care will be taken to avoid any duplication.</p>	<p>1. No. of feasibility studies</p> <p>2. No. of networks established</p> <p>3. No. of jobs safeguarded through supported projects</p> <p>4. No. of pilot activities undertaken/supported</p> <p>5. No. of community hubs</p> <p>6. No. of information dissemination actions/promotional and/or marketing activities to raise awareness of the LDS and/or its projects</p> <p>7. Number of stakeholders engaged</p> <p>8. No. of participants supported</p>	<p>2</p> <p>4</p> <p>0</p> <p>5</p> <p>4</p> <p>4</p> <p>10</p> <p>0</p>	<p>Equal Opportunities and Gender Mainstreaming</p> <p>Sustainable Development</p> <p>Tackling Poverty and Social Exclusion</p>	<p>RDP LEADER Officers in collaboration with LAG and external agencies.</p>	<p>1 Jan 2015 – 31 Dec 2021</p>



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