

Theme 1: Adding Value to local identity and natural and cultural resources	Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains	Theme 3: Exploring new ways of providing non-statutory local services	Theme 4: Renewable energy at Community level	Theme 5: Exploitation of digital technology
<p>Specific Objective: SO 1 Secure further local economic value for local operators from the Gwynedd Coastal Path. <i>Type of action to be supported:</i> Establish new products:-</p> <ol style="list-style-type: none"> Undertake study to close infrastructure gaps in coastal path provision. Implement new access opportunities to complete coastal path Establish and promote heritage and thematic loops from the path e.g. Clynog / Beuno i Ardudwy / Bardd Cwsg. Establish and promote off season Gwynedd Coast short stay packages (link theme 2) <p>Identify and support pilot events or activities linked to the coastal path e.g. Walking Festival , Walking Challenge, seafood “offer”</p> <p>Specific Objective: SO2 Develop new and more employment and business opportunities for local people through the diversification and integration of the wider coastal economy. <i>Type of action to be supported:</i> Establish a range of ‘Gweithio’r Arfordir / Working the Coast’ promotions to include:-</p> <ol style="list-style-type: none"> Appoint accommodation and activity exemplars from which others can learn and improve Design and Implement ‘Taking advantage of the coast’ new business events Exploit digital media opportunities for the coastline Facilitate private sector engagement with digital technology e.g. create exemplar offers to be posted on social media or existing mobile apps (Llwybrau Llŷn) Research feasibility of small scale community owned wave technologies. Establish a coastal venture facilitation project for Gwynedd to assist young people to start-up enterprises in working the coast. <p>Specific Objective: SO3 Engender greater participation and exploitation of new and existing tourism markets in upland areas</p>	<p>Specific Objective: SO9 Increase the opportunities for start-up entrepreneurship and added value to local supply and processing dynamics in the food sector. <i>Type of action to be supported:</i> Audit the seasonal supply of livestock across Gwynedd and Ynys Mon in a typical year (C), to include:-</p> <ol style="list-style-type: none"> Establishing a cross county community of advocates to pursue this important agenda. Commission expertise to assess the feasibility of an achievable third sector business model for slaughtering We will research the feasibility, availability, and viability and farmer appetite for a mobile slaughtering facility. We will NOT be buying a mobile facility <p>Coordinate a series of bespoke workshops to identify new speciality markets, and commission and research demand gaps in local supply chains. This means undertaking research into food innovations.</p> <p>Specific Objective: SO10 Drive up the artisan food agenda in Gwynedd, linking particularly to adding value to primary produce and speciality foods <i>Type of action to be supported:</i> Engage extensively with farmer’s wives and women in market towns from which to draw new artisan food producers. This would have strong links to Market Town activities.</p> <p>Assess and implement 2 commercial kitchens in viable locations, using redundant school kitchens to facilitate and encourage new product development.</p> <p>Pilot project linked to the Egin Cegin Kitchen (Botwnnog) that will seek to support the developments of 10 new food products with ingredients sourced from Penllyn e.g. fish based ready meals, local fruit liqueurs.</p> <p>Specific Objective: SO11 Drive forth the development of products which add value to Gwynedd’s economy, diversify its product range</p>	<p>Specific Objective: SO18 To implement a community based rural transport initiative <i>Type of action to be supported:</i> To establish at least one working rural transport pilot to coincide with the market towns project in theme 1, to include:-</p> <ol style="list-style-type: none"> An assessment of existing literature produced via CG and MG over the past five years To assess, identify, engage and verify an unmet transport demand route which can be addressed via innovative pilot models e.g. community owned and operate an Electric Mini Bus driven by volunteers working in rota. Hire of an electric vehicle for a pilot period will be appropriate to LEADER ethos and by far the preferred method. <p>If pilot successful, vehicle may be purchased with non LEADER grant fund.</p> <p>Specific objective: SO19 The need to pilot and develop new community based models of service delivery using time limited methodologies with a view to roll out. Specifically to address CCT criteria re under represented and excluded groups, and particularly to address Tackling poverty aims re child care services, financial inclusion, digital inclusion, skills development etc. <i>Type of action to be supported:</i> Demand side Assess substantial literature and toolkit produced by Gwynedd Council. Determine through assessment and research the greatest or most urgent service needs demand and their locations Assemble relevant and appropriate communities of interest (to include service users and statutory authority</p>	<p>Specific Objective: SO22 Make substantial inroads into inhabitants’ understanding of the Carbon agenda, their role and participation in it, and the incremental development of their ownership of it. <i>Type of action to be supported:</i> Establish a renewable energy one-stop shop in Porthmadog to share knowledge on energy efficiencies, local renewable energy production and the local use of renewable energy.</p> <p>Engage with all communities to seek and appoint 10 Energy Champions across the county.</p> <p>Work with Energy champions to draw together renewable energy aspirations in a coherent programme of meaningful and tangible benefits for communities and businesses to include:-</p> <p>Demand Side Actions Undertake and implement 5 X community Carbon reduction campaigns, utilising monitoring and efficiency technology, behaviour change and community energy production as tools to reduce community carbon footprints. This work will include:-</p> <ul style="list-style-type: none"> Engage, assess and select 5 beneficiary communities for 20% Carbon footprint reductions by 2020 Procure and support locally produced consumption monitoring technology in participating homes and businesses Undertake simple behaviour change activities re energy use Negotiate with equipment and materials suppliers to offer discounted energy saving devices to local communities Assess viability of one community or business group aggregation project Run 10 Seminars for commercial energy saving and exploring aggregation viabilities for sale to DNO <p>Supply Side Actions Collate all existing local research and studies on renewable energy in Gwynedd Assess all current community energy projects in development and seek to</p>	<p>Specific Objective: SO25 Address ‘not spots’ solutions <i>Type of action to be supported:</i> Assess current public broadband provision in rural Gwynedd Select and trial 5 innovative responses to not spots – specifically for the digitally excluded. There will remain areas without provision which are very localised and may be addressable via community share funding. LEADER may undertake optioneering, proofing and costing. It will not pay for the provision.</p> <p>Specific Objective: SO26 Trial the head on tackling of digital exclusion by targeting those hardest to reach. Directly targeted at the Tackling Poverty CCT – see LDS p 86 <i>Type of action to be supported:</i> Establish and administer IT support courses in five deprived rural areas of Gwynedd for targeted over 50s using inexpensive tablets – work with suppliers to discount and provide financial assistance in proven hardship</p> <p>Design and implement 3 modules of bilingual instruction in accessing services over the internet; combating loneliness and communicating with networks of interest</p> <p>Specific Objective: SO27 Create a digital academy mindset in Gwynedd with the most able young people in order to develop digital entrepreneurs <i>Type of action to be supported:</i> Administer annual Apprentis scheme for 15 undergraduates per annum in IT capable young people Establish a Gwynedd Geeks academy to teach object orientated programming to young people of all ages who show particular proficiency in the field of digital development. Seek to develop IT based solutions (possible mobile app) relevant to Gwynedd e.g. GPS tracking system to monitor movements of pregnant cows.</p>

<p><i>Type of action to be supported:</i> Establish Upland Communities of Interest (Ogwen, Eryri, Rhiniogydd) and pilot 9 (3 in each) innovative pre-commercial pilots with employment prospects, to include implementation of</p> <ol style="list-style-type: none"> 1 new green tourism pilot 1 natural environment pilot Local catchment product markets for Ogwen Cottage and Peris hubs. Audit, structure, assist, promote and establish 3 new private activity ventures in upland businesses operated by local people e.g. lambing, shearing, dry stone walling <p>Specific Objective: SO4 Generate greater participation and exploitation of off season tourism markets by new and existing businesses working in conjunction with communities of interest. <i>Type of activity to be supported:</i> Assemble relevant area based communities of business and local knowledge interest to co design and co implement new off season tourism products in the Llŷn Peninsula (2), Eifionnydd (2) and Bala / Penllyn (2) areas to include</p> <ol style="list-style-type: none"> Mabinogion / Arthurian / Tywysogion sites extensive and profuse in these areas. 'Christmas in Gwynedd' experience "Gate to plate" food tourism packages harnessing Gwynedd's reputation for excellent produce e.g. farm visits (lowland and uplands), butchering classes, cooking demos, and local gourmet weekends. Local craft / art experiences e.g. watercolour packages, photography, and slate craft. Welsh farmhouse experience e.g. lambing live, food, Welsh language Astronomy experiences in "dark sky" areas. <p>Specific Objective: SO5 Increase engagement, participation and benefit to tourism businesses by adding value to existing digital application provisions <i>Type of activity to be supported:</i> Introduce interactivity modules into existing app provision in order to increase on and off season business participation in real-time in order e.g. submit discounting in bad weather</p>	<p>and provide reach into extended markets. <i>Type of action to be supported:</i> Coordinate 10 bespoke workshops with selected creative communities of interest to identify new products with market potential</p> <p>Commission the design, pre commercial production and market testing of the 10 new products</p> <p>Transfer the products to the market via appropriate channels via existing businesses or via new start-up. Post commercial exploitation will be a matter for the individual aspirant and other provisions within the RDP and / or ESIs such as Business Wales provisions Extend the pursuit of excellence events previously piloted in the food sector to three other economic sectors.</p> <p>Specific Objective: SO12 Provide employment opportunities for high achieving young people in their home county <i>Type of action to be supported:</i> Establish a rural internship programme for 10 young people from Gwynedd leaving university. Programme to include business (possible 3rd sector) placement and range of County wide experiences aimed at developing individuals with valuable insight and ideas for economic regeneration. The programme will seek to be highly competitive with participation providing kudos. Selection criteria to apply</p> <p>Establish an Undergraduate internship programme to run annually for 10 selected undergraduates. Similar to rural internships over summer holidays. Links to local private sector and other activities within the Leader programme. Selection criteria to apply.</p> <p>Specific Objective: SO13 Provide an opportunity for young people to have access to equipment which facilitates creativity and entrepreneurship <i>Type of action to be supported:</i> Establish 2 Entrepreneurship clubs allied to 2 X Fabrication laboratories in 2 x market towns (one in Meirionnydd)</p>	<p>representatives) to produce agreed new models for piloted delivery Commission business modelling to assess the viability of the agreed service models. Implement 3 timetabled pilots which address service deficiencies in 3 communities.</p> <p>Specific Objective: SO20 Improve the use of community hubs as service delivery mechanisms Specifically to address CCT criteria re under represented and excluded groups, and particularly to address Tackling poverty aims re child care services, financial inclusion, digital inclusion, skills development etc. <i>Type of action to be supported:</i> Supply side Undertake, record and disseminate a directory of local aspirations for service demands, of local appetite to deliver these services, and of local capacity to deliver the aspirations in 3 targeted deep rural upland areas, to include;- Facilitate 5 community debates in deep rural areas with existing local service providers to investigate integration, expansion and improvement of existing services, with a view to trialling : <ol style="list-style-type: none"> Establish 2 new community service hubs building on existing provision (shop / pub / community centre) Commission 3 integrated deep rural delivery innovations targeted at:- <ol style="list-style-type: none"> Self help support for rural lone parents Support group innovations for deep rural unemployed</p>	<p>catalyse their progress through barriers Promote benefits of private land owners renting land for community renewable energy production. Establish land bank for community energy schemes</p> <p>Specific Objective: SO23 Exploit timber as fuel in upland areas and hydro opportunities <i>Type of action to be supported:</i> Research existing fuel provisions in 3 uplands areas. Assess three innovations to improve the supply chain dynamic of local firewood supply and delivery. From the start work with Wood Fuel Wales to access advice and consult then existing knowledge base they possess. For post commercial refer parties interested in exploitation to Advisory Services and / or Business Wales</p> <p>Specific Objective: SO24 Promote renewable energy for local use in Gwynedd businesses <i>Types of action to be supported:</i> Assess and assist establishment of two community based hydro power projects for local use in Gwynedd uplands. LEADER will fund research assessments and modelling. It will refer on to YNNI'R FRO or other mainstream provision for progression. Much work has been done hitherto bringing together the Gwynedd Community Energy group.</p> <p>Work with businesses and suppliers to implement 10 solar trials within Gwynedd businesses. this for the purpose of gauging the likely savings which businesses can make. LEADER will not install the equipment, rather it will be an instrument hired in to assess the solar productivity of an area so that economic benefits can be modelled.</p>	<p>Specific Objective: SO28 Extend mainstream provisions into deep rural and upland areas through proactive programming. Emphasis on land based businesses</p> <p>Extend digital exploitation into sectors that are traditionally reluctant to engage. <i>Type of action to be supported:</i> Facilitate a biennial campaign to highlight opportunities for local businesses with SFBB Coordinate 30 one to one meetings with specialist ICT experts to benefit 15 businesses and 15 community groups</p> <p>Pilot 5 projects with business communities that will seek to demonstrate benefits of SFFB in sectors where take up is traditionally slow e.g. retail, farming. Pilots could include demonstrating Cloud based software within dairy sector, supporting the use of digital swipe payments in farmers markets and developing a "Gwynedd catch of the day" app to allow fishermen to engage with customers in real time.</p> <p>Specific Objective: SO29 To bring Gwynedd to the forefront of Welsh medium digital developments <i>Type of action to be supported:</i> Pilot 5 new pre-commercial products that link the Welsh language with digital technology i.e. apps, software. Assist 10 businesses and community groups to integrate Welsh iconography into their digital presence via websites / social media Research and implement innovative translation facilities using mobile technology Trial 3 innovative translation facility ideas. Pilot projects that specifically aim to bring Welsh learners and speakers together. Investigate gaming sector and identify opportunities to link Gwynedd iconography with gaming opportunities.</p>
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<p>to drive up sales</p> <p>Specific Objective: SO6 Strengthen productivity and the identity of market towns as experiential symbols of the culture and products of their catchment. <i>Type of activity to be supported:</i> Introduce pathways to strengthen links between selected market towns and their catchment in order to harness the importance of local products and markets in strengthening the identity and differentiation of the town e.g. Bala and Porthmadog</p> <ol style="list-style-type: none"> Explore and publish artisan product opportunities in rural and upland Gwynedd Establish a market town catchment wide campaign to audit skills and equipment and to challenge local people to make products as a source of first or second income Link empty shops to local catchment products in art, craft, food and services in care and personal development. Establish interactive digital medium to match skills to equipment and to manage supply and demand of the products and services made locally Explore establishment of a collection and distribution service for locally made products Pilot area based collaborative social media campaigns aimed at providing customers with a single reference point for local offers and events. <p>Specific Objective: SO7 To elevate the harnessing of Welsh as an USP rooted in Gwynedd – to set the language in its European, Celtic and local context by deepening appreciation and knowledge of its wider significance in European heritage and Celtic persistence. <i>Type of activity to be supported:</i> Establish 6 projects which give the Welsh language a prominent presence in conveying identity in the tourism economy, to include using Welsh as a marketable commodity:-</p> <ol style="list-style-type: none"> Establish a Welsh identity community (linked to Hunaniaith networks) of Interest to steer. 	<p>Appoint 10 volunteer business mentors to work with young people in all activities in this section, both as mentors for high achieving graduates and for disaffected young people. Mentors will assist in linking the young people on the project to mainstream employment.</p> <p>Specific Objective: SO14 Co-ordinate local businesses consortiums to access assistance and engage more successfully with formal procurement procedures <i>Type of activity to be supported:</i> Assess current and future tendering opportunities and sector deficiencies. Establish community of interest with buyer representatives and small business group representatives (including 3rd sector) Identify 5 areas for pilot activity in cooperation and compliance, to include:-</p> <ol style="list-style-type: none"> Co-ordinate dissemination events on findings Implement three cooperative ventures to undertake compliance regulations, to include:- Construction micro businesses; civil engineering small businesses; electrical sector <p>Assess and assist compliance profiles of 20 local businesses</p> <p>Assess and assist cost reductions in 5 local supply chains through innovative partnering in e.g. distribution, common purchasing</p> <p>Specific Objective: SO15 Facilitate new or innovative business partnerships that create new product development opportunities. <i>Type of activity to be supported:</i> Upland Farmers Assemble upland farmer group to drive cooperation in genetics and health with a view to driving up productivity, to include:-</p> <ol style="list-style-type: none"> Commission studies into the viability of an upland breeding programme for Welsh Mountain sheep in Gwynedd and for an animal health improvement project Establish financial assistance for the implementation of the programmes 			
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<ul style="list-style-type: none"> • 6 tangible means of exploiting cultural and linguistic heritage e.g. learning Welsh words when visiting attractions • 2 unique products which help 'sell' the European history of the Welsh language • 2 unique products which set the Welsh language in its Celtic foothold e.g. a Celtic surname equivalence directory e.g. Gwyn = Quinn; Bowen = McGowan <p>Pilot branding scheme for Gwynedd businesses – 'We are a bilingual business' to increase the currency of the language in the economy Pilot scheme in pubs / restaurants / attractions providing short Welsh language lessons in the toilets in the form of "audio loops".</p> <p>Specific Objective: SO8 To ensure the Welsh language is heard in the community and in the workplace as well as seen <i>Type of activity to be supported:</i> Consult widely, design and implement media based information based upon 'why Welsh matters to young people and families in 2014'</p> <p>Pilot 5 innovative Why Welsh? sessions over the course of a year in selected secondary schools to address linguistic inertia among young people, concentrating upon the importance of diversity in society and economy, and of bilingualism in personal and career development, again set in an EU wide context where bi and trilingualism is the norm</p>	<p>Specific Objective: SO16 Exploit growth in the digital sector as a cross cutting driver of economic growth <i>Type of activity to be supported:</i> Digital Cross Sector Establish 'digital communities of interest' within the tourism, town centre business and rural business sectors to raise awareness of digital opportunities in mobile technology. Commission 2 innovations in this sector where business and community interactivity combine to produce wider economic benefit.</p> <p>Design sector Establish a design community of interest challenged to create two iconic designs which can generate high value demand and kick start a new market with wide ramifications</p> <p>Specific Objective: SO17 Exploit the City of Learning deeper into its diaspora in Gwynedd <i>Type of activity to be supported:</i> Assess 5 as yet NON market tested research products from the university Review the prototyping / or suitability of the product for market Assess marketability of the products Identify local business to provide midwifery of products to market. Support initial market proofing of 5 products Transfer 5 products to business 'midwives' if marketable. Disseminate experience and result of the project</p>			
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