



Gwynedd Local Action Group Minutes - LEADER.

18.11.15

Canolfan Prenteg

Present:

Representatives from the Enterprise Sector		
Menna Jones	(MJ)	LAG Chair, Antur Waunfawr
Gwion Llwyd	(GLI)	Dioni
Ian Nellist	(IN)	Federation of Small Businesses
Llywelyn Rhys	(LIR)	Fflam Ltd
Ceri Cunningham	(CC)	Antur Stiniog
Gwenan Williams	(GW)	Bwyty Lleu
Representatives from the Voluntary Sector		
Arwel Jones	(AJ)	Llyn Partnership
David Ingham	(DI)	DIY Industries
Craig ab Iago	(Cabl)	Dyffryn Nantlle 2020
Representatives from the Public Sector		
Coun. Mandy-Williams-Davies		Gwynedd Council
Ifer Gwyn		Snowdonia National Park
Aled Jones-Griffith		Llandrillo Menai Group
Representatives from Menter Môn		
Zoe Pritchard	(ZP)	
Dafydd Gruffydd	(DG)	
Rachel Roberts	(RR)	
Aaron Warren	(AW)	
Rhian Hughes	(RH)	
Katie Hughes-Ellis	(KHE)	
Saran Edwards	(SE)	Minutes
Representation from Gwynedd Council		
Dylan Rhys Griffiths	(DRG)	
Sioned Morgan Thomas	(SMT)	
Guest Speaker		
David Notley		Capitech Partners LLP/Impact Innovation

Point	Details	Action
Local Action Group Meeting		
1	A warm welcome was extended to all to the meeting by Menna Jones	
2	Apologies were received from 8 members via MJ Delyth Vaughan, Mantell Gwynedd Dr Einir Young, Bangor University Alun Wyn Evans, NFU/FUW Bob Lowe, Plas Heli Ian Nellist, FSB Sian Tomos, GISDA Anwen Jones, PEG Tourism Sub-group Owen Gwilym Thomas, One Voice Wales Llywelyn Rhys left the meeting by 11.30am	
3	Arwel Jones declared an interest on the item Aberdaron Wi-Fi	
4	The minutes of the last minutes were accepted by MJ and the group.	
5	<i>Crowd Funding, David Notley Capitech Partners LLP/Impact Innovation</i> MJ extended a warm welcome to David Notley of Capitech Partners LLP/Impact Innovation to introduce the subject of Crowd Funding to the group. David Notley is a Board level management consultant with a proven history in management training, corporate strategy and finance and is an expert in advising small and medium sized technology businesses. MJ thanked David Notley for offering his time to the group free of charge this morning. The group agreed to start developing a Crowd Funding scheme. To be discussed further with sub-group 5, Technology	
What is LEADER?		
6	ZP outlined the difference between the structural funds and LEADER, explaining that LEADER was part of the Common Agricultural Policy. <ul style="list-style-type: none"> • Leader is a 7 year programme • Leader projects will be implemented within 5 themes • The emphasis of Leader will be on piloting activity. • The project will not be able to offer grants. • Projects will be limited in terms of time to what was needed to trial the 	

	<p>idea and will not be open ended.</p> <p>She explained that the centre point of Leader was the Group (LAG) (namely this partnership), the Lead Body (Menter Môn) and the Local Development Strategy (LDS) that had been approved by the Welsh Government and which noted exemplar activities in response to identified challenges and opportunities. There would be an expectation to review the objectives annually, during the lifetime of the programme.</p> <p>As a result of limited procurement guidelines, the officers would have to ensure that any expenditure followed the procurement process.</p>	
General Update		
7.1	<p>Theme Funding</p> <p>ZP outlined the analysis of the finance available to each theme.</p>	
7.2	<p>Marketing</p> <p>ZP submitted the name of the programme, namely Rural Gwynedd Innovation (Arloesi Gwynedd Wledig), and ZP asked members to use Rural Gwynedd Innovation henceforth when describing the scheme.</p> <p>Work still continuing on the RGI website. ZP thanked AW for his hard work in establishing the website free of charge for the programme.</p> <p>Social media had been established. ZP asked members to follow our Rural Gwynedd Innovation Facebook site, Twitter @arloesigwynedd and the Youtube channel.</p> <p>The group questioned the marketing campaign, and the process of communicating with the public.</p> <p>DG confirmed that officers had now visited a large number of different communities and organisations. Work continuing to contact community groups etc.</p> <p>MWD suggested that there was an opportunity to discuss RGI with the Council's officers on their training days and via the information sharing forum. ZP to contact Sarah Scott, Gwynedd Council</p>	<p>ZP</p> <p>ZP</p>
7.3	<p>AJG added, via the baccalaureate scheme, that pupils now needed to submit a business plan as part of their work. ZP to contact AJG to discuss further.</p> <p>Inquiry Process</p>	

	The group received an inquiry form in its pack and it was explained that for any new inquiry there was a need to complete this form in order to ensure that each inquiry was recorded and processed.	
Live Schemes		
8	<p>Due to lack of time, ZP explained that work was continuing with the live schemes. A summary of every project was submitted in the pack to the members. The group was asked to contact the relevant RGI officer for more information on any of the schemes:</p> <p>Visitor Giving-Rhian Hughes Be Nesa Llŷn-Katie Hughes-Ellis Bulky Waste-Rhian Hughes Cyd-Ynni-Saran Edwards O Glust i Glust- Rachel Roberts</p>	
Research		
9	<p><u>Theme 1: Adding value to local identity and natural and cultural resources.</u></p> <p>Welsh Awards (Idea issuing from the Sub-Group)</p> <p>DG submitted the idea of Welsh business awards “The Welshest pub in the world”, which came directly from members of the theme 1 sub-group: Capl added that it was a different and unique opportunity to promote the Welsh language within a business context, and to praise good examples of businesses that use the language on a daily basis, to create an element of competition among businesses and streets the length and breadth of Gwynedd, and also to show the economic importance of the Welsh language.</p> <p>Community of Interest</p> <p>ZP informed the group that several inquiries had been received regarding holiday packages. Work was continuing with the individual groups and an effort being made to bring the groups together in order to develop a scheme that was wider in terms of benefit.</p> <p>Project 15</p> <p>Another idea from the Sub-group namely to produce presentations similar to ‘Ted Talk’s’. To create a stage to present interesting Welsh people, in the Welsh language.</p> <p><u>Theme 2: To facilitate pre-commercial development, business partnerships and short supply chains.</u></p> <p>Entertainment by students (Idea issuing from the Sub-Group)</p> <p>An idea resulting from discussions with the Sub-group, giving an opportunity to students studying the arts. To create an entertainment campaign in busy areas or attractions across Gwynedd.</p>	

	<p>AJG added that there were a large number of talented young people in irrelevant jobs over the summer, which was of no benefit to their talents. An excellent opportunity for the students to develop the economy, to give young students an entrepreneurial opportunity and to encourage in them a pride in their area / county.</p> <p>Research work was continuing.</p> <p>Replicating Be Nesa Llŷn?</p> <p>Discussions are taking place with 2 areas that have shown an interest in repeating the 'Be Nesa Llŷn' model, namely Bala and Bethesda.</p> <p><u>Theme 3: Searching for new ways of providing non-statutory local services.</u></p> <p>Local Shopping Network (Idea issuing from the Sub-Group): Research continuing to further develop the idea.</p> <p><u>Theme 4: Renewable energy at community level.</u></p> <p>Electric Car Points (Idea issuing from the Sub-Group): Another idea discussed with the members was Electric Car points, and the idea of piloting 5 charging points in an area in order to obtain data and research the need.</p> <p>Hydros surveys across Gwynedd</p> <p>An idea resulting from research work already produced from the Dulas company which identifies over 80 small hydros around Gwynedd.</p> <p>RR was continuing with the research work.</p> <p><u>Theme 5: Taking advantage of digital technology.</u></p> <p>Advertising Tourism in the USA (Idea issuing from the Sub-Group):</p> <p>The theme 5 Sub-group discussed the opportunities of targeting a different audience from abroad to the local area.</p> <p>A meeting to be held with the interest group, more research work continuing.</p> <p>CC added that Mari Stevens of Croeso Cymru should be contacted</p> <p>IndyCube-Porthmadog</p> <p>DRG explained that a successful scheme had been held in South Wales. An opportunity for self-employed people or those working from their homes to use space on the high street that offers a desk and the internet. In creating a scheme, a large number of users naturally discussed and chatted, and in turn a more dynamic business community would be created locally.</p> <p>Aberdaron Wi-Fi Share</p> <p>The project proposal was submitted to LAG members. The main activity of this proposal was to establish a safe, reliable public Wi-Fi zone in Aberdaron that would provide public Wi-Fi access free of charge in the village. By trialling in a</p>	SE
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	<p>rural area such as Aberdaron, it is possible to learn about the technology, to collect data, collaborate with a community of strong interest, with the ultimate aim of areas learning and understanding what is needed to create a similar model in their areas. The permission of LAG members was sought to proceed to receive competitive quotes for the work, and it was suggested that £7,000 be earmarked for the work following specialist technical advice on the estimated cost of the scheme. The LAG approved the earmarking of £7,000 for the Aberdaron Wi-Fi Share scheme, delegating power to the sub-group to discuss the details and develop the project.</p>	
Request for £5k Funding for each theme		
10	<p>DG asked the Group to approve earmarking £5,000 to each theme. The purpose of this funding was to enable RGI officers to draw in specific expertise when developing schemes. For example, with the Aberdaron wi-fi scheme, RGI officers did not possess the technical expertise, and thus there was a need to receive advice and guidance from a professional technical consultant in order to develop the scheme and to help write the brief when going out to procure for the work. DG confirmed that the confirmation of the sub-group would be needed before spending a penny of the specialist £5k pot.</p> <p>The LAG approved £5,000 for each theme, namely 5 x £5,000 = £25,000 of 'action' funding.</p>	
RCDF		
11	<p>Several RCDF inquiries had been received over the last period. It was confirmed that RGI officers had now received a large number of RCDF inquiries. There had been an effort to try to advise applicants, but there was an understanding that this was a Welsh Government central grant.</p>	
	<p>Date of next meeting 24th February 9.30am. Venue to be confirmed. ZP asked members to confirm their attendance in order to ensure that we are following quorum requirements.</p>	