



## Gwynedd Local Action Group Minutes-LEADER

24.02.16

Cors y Gedol, Dyffryn Ardudwy

**Present:**

Representatives from the Enterprise sector		
Menna Jones	(MJ)	Chair LAG, Antur Waunfawr
Gwion Llwyd	(GLI)	Dioni
Llywelyn Rhys	(LIR)	Fflam Ltd
Ceri Cunnington	(CC)	Antur Stiniog
Ian Nellist	(IN)	FSB
Alun Wyn Evans	(AWE)	NFU/FUW
Representatives from the Voluntary Sector		
David Ingham	(DI)	DIY Industries
Craig ab Iago	(Cabl)	Dyffryn Nantlle 2020
Delyth Vaughan	(DV)	Mantell Gwynedd
Bob Lowe	(BL)	Plas Heli
Arwel Jones	(AJ)	Partneriaeth Llyn
Sian Tomos	(ST)	Gisda
Representatives from the the Public Sector		
O G Thomas	(OGT)	Un Llais Cymru
Aled Jones-Griffith		Grwp Llandrillo Menai
Representatives from Menter Môn		
Zoe Pritchard	(ZP)	
Dafydd Gruffydd	(DG)	
Aaron Warren	(AW)	
Bethan Fraser-Williams	(BFS)	
Saran Edwards	(SE)	<i>Minutes</i>
Representative from Gwynedd Council		
Dylan Rhys Griffiths	(DRG)	
Sioned Morgan Thomas	(SMT)	
Guest Speaker		
Ben Hellfeld		Loveigloo

Point	Details	Action
<b>Local Action Group Meeting</b>		
1	Menna Jones welcomed everyone to the meeting.  MJ thanked Gwion Llwyd for arranging today's wonderful location.	
2	Apologies were received from 4 members via MJ  Coun. Mandy Williams-Davies, Gwynedd Council Ifer Gwyn, National Park Gwenan Williams, Bwyty Lleu Anwen Jones, PEG Tourism Representative	
3	There were no declarations of interest in relation to any item on the agenda.	
4	<b><u>Minutes 18.11.15</u></b> The minutes of the meeting were confirmed. Proposed : Menna Jones Seconded : Llewelyn Rhys  <b><u>Minutes 13.01.16</u></b> The minutes of the meeting were confirmed. Proposed : Menna Jones Seconded : Delyth Vaughan	
<b>AGW Update</b>		
5.1	<b>Finance</b>  ZP presented the current funding table to members. MJ asked if it was possible to add staff time as well as the money allocated to individual projects. DV agreed that it important to be able to compare the cost of human resources / funding so that other communities could see if it could be realized. <b>ZP and DG agreed to look at ways of introducing staff time to the group.</b>	ZP/DG
5.2	<b>Enquiries and Flow Chart</b>  ZP explained that AGW staff have now received many enquiries about the new scheme as well as related queries from the old scheme.  DG added that it is important to note that a large number of enquiries that were received included those from businesses / local consultants with ideas	

	<p>of their own. There is a need to ensure understanding from the outset when receiving project ideas, and the procurement process that needs to follow. There is a danger that the firm/consultant with the idea may not win the contract to implement the project.</p> <p>There will be an opportunity for members to review the Gwynedd Local Development Strategy in the near future. One member asked if it is possible to summarize the strategy, to ensure that it is a readable document for the public, that could be easily shared.</p> <p>DG and ZP to work on the revision of the Gwynedd Local Development Strategy</p>	DG/ZP
5.3	<p><b>Welsh Government feedback.</b></p> <p>Comments were received from John Davies, Manager of the CLLD Delivery Team (LEADER) from Welsh Government who attended the last meeting of the LAG in January.</p> <p>John congratulated the enthusiasm of the LAG. It was necessary to tighten the process of declaring an interest in the meetings of the LAG.</p> <p>Consequently, ZP asked members to note any declaration prior to the meeting, to be returned to MJ.</p> <p>In addition, AGW officers were asked, when discussing whether or not to approve projects, to confirm the actual costs and activity to LAG members before they make their decision.</p>	
<b>Branding and Marketing</b>		
8	<p>*Due to lack of time, the chair changed the agenda*</p> <p>MJ introduced Ben Hellfeld from Loveigloo to the group.</p> <p>BH presented the current work of developing the AGW brand and all the work that has been achieved with the help of the officers.</p> <p>Copy of BH's presentation to be sent to members.</p> <p>The floor was opened for questions about the branding.</p> <p>The group suggested a strapline/subheading of the project would help explain what the programme is about to the public and beyond.</p> <p><b>AGW officers to work with Ben to develop further strapline/subheading.</b></p> <p>MJ thanked BH for his interesting presentation, <b>and requested that marketing and branding is put on the agenda once again in 6 months.</b></p>	<p>SE</p> <p>DG/ZP</p> <p>DG/ZP</p>

## Full Project Proposals

6.1	<p><b><u>O Ddrws I Ddrws- Community Bus</u></b></p> <p>RR presented o Ddrws I Ddrws to the group, which is a community bus that was established in 2002, in order to obtain and develop a community transport scheme to reduce deprivation within deprived areas in the Llŷn Peninsula. In addition to the service provided by the charity's vehicles, the service also has the support of a large fleet of volunteer drivers who use their own cars to pick up and carry people. The group now wants to establish its presence online by giving visitors or the residents of Nefyn the opportunity to book a bus ticket online.</p> <p>ZP added that one of the specific objectives of LDS is SO18: 'Implementation of rural transport initiative based on the community'. The Door to Door transport initiative is already operating in the community, so it is a great opportunity to pilot a new element of ordering a bus ticket online with a provider that already exists.</p> <p><b>The LAG supported the following costs for developing an online platform for O Ddrws I Ddrws.</b></p> <table border="0"> <tr> <td><b>Establish an ordering system and SEO costs</b></td> <td><b>£1,000.00</b></td> </tr> <tr> <td><b>Training to use the ordering system</b></td> <td><b>£400.00</b></td> </tr> <tr> <td><b>2 days – Targeting relevant market</b></td> <td><b>£800.00</b></td> </tr> <tr> <td><b>3 days – Digital market training</b></td> <td><b>£1,200.00</b></td> </tr> <tr> <td><b>Evaluation report</b></td> <td><b>£1,500.00</b></td> </tr> </table>	<b>Establish an ordering system and SEO costs</b>	<b>£1,000.00</b>	<b>Training to use the ordering system</b>	<b>£400.00</b>	<b>2 days – Targeting relevant market</b>	<b>£800.00</b>	<b>3 days – Digital market training</b>	<b>£1,200.00</b>	<b>Evaluation report</b>	<b>£1,500.00</b>	
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6.2	<p><b><u>Aberdaron Wi-Fi</u></b></p> <p>Concerns arose when discussing the increased costs via email , DG presented the necessary costs in order to develop ‘Pentre-Fi’ Aberdaron. Due to Aberdaron’s geographical problems, there was a need to provide and establish high quality equipment in order to ensure that residents and visitors to Aberdaron receive the best possible Wi-Fi service. The goal is to implement a pilot project in Aberdaron in order to learn and share information at the end of the pilot with any another community that is considering installing a public wi-fi zone.</p> <p><b>The group approved a change to the costs for Aberdaron Villages from £7000 to £12,139.06.</b></p>											

General Update		
9	<p>ZP confirmed that the newsletter has now been sent. The group is welcome to send it on to relevant contacts, and to get in touch for more information.</p> <p>The relevant officers gave an update on the following projects:</p> <p><b><u>Bethan Fraser-Williams</u></b>  <b>Most Welsh Business in the world” awards</b>  Work is progressing, looking at a new and innovative way to hold the Welsh awards. Work will begin next month (March) on the filming and promotion work.</p> <p><b>Prosiect 15</b>  The group meets often to discuss the arrangements for the event. Speakers have now been chosen. The event will take place at Pontio, Bangor on 8<sup>th</sup> June at 7.30pm.</p> <p><b>Be Nesa Llŷn</b>  The work of promoting the scheme is continuing and group meets often to discuss. A short video has now been created of one of the beneficiaries of a BNLI loan, Shari and the trampoline fitness business.</p> <p><b><u>Rhian Hughes</u></b>  <b>Visitor Giving</b>  The work is continuing to try and attract 20 businesses to be part of the Visitor Giving pilot project. Meetings are held often with Gwynedd Council and Snowdonia National Park to try and sell the scheme in a sustainable way.</p> <p><b><u>Saran Edwards</u></b>  <b>Cyd Ynni</b>  Chris Blake from The Green Valleys has been allocated to prepare a business plan for the group.  By now a trip to Scotland has been arranged, jointly with Powys LAG.</p> <p><b>Crowdfunding</b>  The project is moving on rapidly. Cwmni Da has been commissioned to prepare a film and the promotion/PR side. Some publicity was received in local papers and BBC Radio Cymru.</p>	

	Launches to be held 27 <sup>th</sup> February. Members are welcome to attend the events.	
<b>RCDF applications</b>		
10	<p>ZP explained the application process for the Rural Communities Development Fund, within the Rural Development programme - Welsh Government.</p> <p>Reference was made to the table of applications that have been submitted from Gwynedd, and that each application has been evaluated against the Local Development Strategy, and objectives identified that are tied to each application.</p> <p>Following LAG's decision whether the applications fit Gwynedd LDS or not, ZP will report back to WG. WG will then be responsible for scoring the applications and dealing with applicants.</p> <p>The group agreed that each EOI from Gwynedd fits the Gwynedd LDS. ZP agreed to report this back to WG.</p>	
	<p><b>Date of next meeting, 13<sup>th</sup> April 2016 at 1pm at Plas Heli, Pwllheli.</b></p> <p><b>ZP asked members to confirm their attendance one way or the other, in order to ensure that we follow the quorum requirements.</b></p>	

