

Gwynedd LAG minutes - LEADER.

04.10.17

Plas Heli, Pwllheli.

Present:

Representation from the Enterprise Sector:		
Menna Jones	(MJ)	Antur Waunfawr
Dafydd Watts	(DW)	Severn Wye Energy
Ian Nellist	(IN)	FSB
Gwennan Williams	(GW)	Bwyty Lleu
Gwion Llwyd	(GL)	Dioni
Ceri Cunnington	(CC)	Bro Ffestiniog
Alun Jones	(AJ)	NFU/FUW
Representation from the Voluntary Sector		
Craig ab Iago	(CI)	LAG chair - Dyffryn Nantlle 2020
Sian Elen Tomos	(ST)	Gisda
Arwel Jones	(AJ)	Partneriaeth Llŷn
David Ingham	(DI)	DIY Industries Cyf
Representation from the Public Sector		
O G Thomas	(OG)	One Voice Wales
Ioan Thomas	(IT)	Gwynedd Council
Einir Young	(EI)	Bangor University
Representation from Menter Môn		
Dafydd Gruffydd	(DG)	
Llywelyn Rhys	(LIRh)	
Eleth Peate	(EP)	
Aaron Warren	(AW)	
Rhian Hughes	(RH)	
Sioned Morgan Thomas	(SMT)	
Katie Hughes-Ellis	(KHE)	

Point	Details	Action
LAG meeting		
1.	Craig ap Iago welcomed everyone to the meeting.	
2.	Apologies were received from 6 members via RR. <ol style="list-style-type: none"> 1. Anwen Jones - Tourism sub-group 2. Aled Jones-Griffith - Grŵp Llandrillo Menai 3. Dylan Griffiths - Representation from Gwynedd Council 4. Delyth Vaughan Rowlands - Mantell Gwynedd 5. Helen Pye - Snowdonia National Park 6. Bob Lowe - Plas Heli 	
	<u>Expressions of Interest</u> There were no EOI.	
	<u>Staff Update</u> DG explained that LIRh's full time post has ended. Llew will remain as a part time member of staff, working on the Energy programmes. RR has taken over Zoe's role until Zoe returns to work. DG thanked LIRh for his work over the past 9 months.	
	<u>Local Action Strategy Session</u> Craig explained that we had a 'Local Action Strategy' session in the morning led by Cynan Jones. The purpose of the session was to look at themes, and to discuss and prioritize which of the 29 goals we would look at, and which 5 we would act upon over the next 6 months. Cynan will provide a detailed report on what has been discussed and this will be circulated to members soon.	
	<u>Session on the 'Wellbeing of Future Generations (Wales) Act 2015 – just another extra task or a sensible framework to manage projects effectively?'</u> EY gave a presentation to explain what the act is trying to achieve, and how Arloesi Gwynedd Wledig and Menter Môn can weave the aims into projects in the future. We need to look at the sustainability of projects - is there a long-term vision, or is it a short-term project that can fit into a wider picture? The act will help LEADER to look at the contribution of projects to the local economy, society, environment and culture. DG said that we would weave the act into future bids. <i>*A copy of the presentation is included with these minutes</i>	
4.	<u>Minutes of meeting on 19.07.2017</u> The minutes were accepted as correct. <u>Matters Arising</u>	

	<p>Following the approval of the project 'Amser I Fentro', DG said that it was necessary to receive confirmation from the Government that we are not breaking the rules re. 'State Aid' with this scheme. We have by now received this confirmation from Buddug Turner and therefore we can move ahead. RH will implement the scheme.</p>	
5.	<p><u>Financial report</u></p> <p>DG reported on the financial situation and showed accompanying slides:</p> <p>DG explained that although we were effective with our projects and reaching outputs, we were underspending. We need to spend £300k by March and therefore need to look at diverse ways of implementing the projects more effectively. We either need to approve more schemes, or ensure that schemes have higher expenditure. Due to the present lack of staff, we are not able to act on all of these projects and so we need to work more in partnership with other groups/ organizations. We can accept a £50k project and receive £10k in matched funding or ask the partnership/ body to implement the scheme on our behalf. As we know, it is important to note that LEADER is not a 'grant', we would still pay the project costs directly, but ideally and administratively, we would ask them to act on our behalf. SMT said we would not lose the funding but that we would reprofile the amount from April 2018 onwards. DG said that this was why the session was arranged with Cynan Jones in the morning, in order to prioritize the objectives of the themes and to take action on the main ones so that we could move them ahead as soon as possible.</p>	
8. Update on current projects		
	<p><u>Following Dilys</u></p> <p>RH presented an update on Following Dilys. Dilys is the Black Sheep that is persuading the public to buy locally. Her trip started mid-August with Glosters shop in Porthmadog and then she went to:</p> <ul style="list-style-type: none"> • Gwin Llŷn, Pwllheli • Igam Ogam, hairdressers in Criccieth • Siop Iard Caernarfon • Palas Print Caernarfon • Wavells (butcher in Llanrug) • Pant Du Penygroes <p>There is an opportunity to watch the films that have been produced, by going on the Arloesi Facebook page. Dilys has had a lot of attention – thousands have watched the films. For example, the Gwin Llŷn film</p>	

received almost 6,000 'views' and Igam Ogam nearly 7000. This is a very big project that we have only spent less than £100, which was the purchase price of Dilys. DG noted that the aim of this scheme is to follow the £1 locally, and to emphasize where it is spent. CI asked what the next stages were, and RH noted that we would look to take Dilys out on the street to ask people where they shop and make a series of videos so that we can see the situation for local businesses and the ordinary person on the street.

Arts Giving

RH presented an update on the Arts Giving scheme. The Arts Giving proposal was approved nearly 1 year ago, but unfortunately the project has not progressed as it should. During the past year, we have had a number of meetings with the group to try and find the way to implement the pilot. Unfortunately, we have encountered a lot of barriers and it was clear that the Snowdonia Giving model was not going to suit all the members.

- Element of competition between members - if they are going to get extra donations the feeling was that they were not willing to share with others

- Cannot agree on the form of fundraising. Galeri has a similar scheme (Crochan Celf) and so there is duplication. Pontio is part of the University and it is very complicated for them to decide how to proceed.

We soon realized that if the larger members were unwilling to contribute, there was not much hope for the smaller ones. In May this year, we organized a workshop with Cynan Jones. If the Snowdonia Giving was not going to work, the aim of the workshop was to come up with ideas how we could close the funding gap they were facing and to discuss the best way of maximising the funds available. Two groups were created and they were asked questions, such as: Why should/shouldn't your group raise extra funds to support the group's activities? We received an honest feedback from the two groups, which reflected the fact that there is a squeeze on arts funding and that there was an element of competition between the members.

We looked at other forms of fundraising - some ideas presented were:

- Gwynedd Lottery
- 500/1000 Club – monthly raffle costing £x a month and paying out a % of the fund to the winner.

But when I explained that one organization or one member would have to run the scheme for the pilot, no-one was willing to do so, and so it was back to square one. Since the workshop, no communication has been received from any member re. any new ideas, and so that is why we have had to take the decision to return the funding. If they come back to us in the future with any new project ideas, we will look at it as a new application at that time. The only expenditure has been Cynan's time for



	<p>the workshop and providing a report. Over £11,375 is being returned to the GWYNEDD LEADER fund (Theme 1), out of £12,500.</p> <p><u>Byw a Bod Digital Gwynedd and Môn (Co-working)</u></p> <p>RR presented an update on the Byw & Bod Digital scheme which has been running over the summer. The scheme has been successful with businesses in Cibyn, Parc Menai and on Anglesey providing work opportunities for local young people. Five young people from Gwynedd and 4 young people from Anglesey took part in the project. This time we asked the young people to produce 3 videos on their own, and to put them on Social media and write blogs so that we could see the students' experiences while they were in post. The scheme gave the young people an authentic experience of what it is like to work 9am to 5pm, 5 days a week, and open their eyes to the world of work. RR noted that one of the young people had received an apprenticeship with one of the businesses after their work there over the summer. There was a 'Byw a Bod Expo' event on 1st September 2017 with the young people and businesses sharing their experiences and emphasizing the message that there are high value work opportunities in Gwynedd and Anglesey. A video showing the highlights of the project was shown.</p> <p>DG noted that as a follow up, we will run a Byw & Bod project in Meirionnydd, working jointly with the council – this follow up will look at high value jobs.</p> <p><u>Byw a Bod Performance Gwynedd and Môn (Co-working)</u></p> <p>RR presented an update on the project which was run jointly with Arloesi Môn. Six young people from Gwynedd and 5 from Anglesey worked on this project and they created a theatre pop-up company called Amrant. They performed around Gwynedd and Anglesey during the summer presenting the language, history and culture of Wales. Last year the brief was not tight enough, and this element was lost, but we felt this year that they had hit the spot. There are several videos available on Facebook and Twitter. The group has also received a great deal of attention and has been on Heno on S4C. The video that was on Heno was shown.</p> <p>As a follow up, Fran Wen is eager to keep Amrant and use it as a vehicle to promote the language and culture throughout the county, and possibly throughout Europe, via LEADER. They will seek funding from other sources, e.g. Creative Europe/ Arts Council.</p>	
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10.	Applications for Approval
10.1	<p><u>AGW.049 Electric cars - Twizy</u></p> <p>KHE presented the application and explained that the project would be an electric cars scheme in Gwynedd, looking at the potential for electric cars to be installed in businesses so that they could be used by the business and tourists. This would enable people to experience driving an electric car, raise the profile of electric cars, as well as offering a fun and new way of exploring the area. The pilot would run for 2 years, and there would be an 'open call' so we can find the businesses that will take part in the scheme. KHE explained that the original application was for 1 car, but after the technical meeting it was suggested that it would be beneficial to have 3 electric cars - one in Arfon, Dwyfor and Meirionnydd. So, there are costs for 1 car or for 3 cars. DG explained that LEADER could not buy a vehicle, so we will hire the electric car from the Eco Travel Network company. DG noted that we will charge a fee for using the electric car - but the money will go to the Snowdonia Giving, Arts Giving and Be Nesa Llŷn funds. Concern was raised by EY that rather than visitors, local people need more support. EY noted that it would be better to make the call open to communities also and to have a 'car pool ' in a rural village. KHE confirmed that there will be an open call to businesses, communities, and social enterprises.</p> <p>LAG members approved the cost of 3 Twizy cars, an expenditure of £47,300. (with a condition that the Open Call is open to communities also).</p>
10.2	<p><u>AGW. 053 'Precision Grazing'.</u></p> <p>RhH explained the application and noted that Precision Grazing is a farming method that divides the large fields into one-hectare paddocks to better manage pasture, control grass cover and increase farm income. RhH noted that this is very effective for the farmer with the benefits including:</p> <ul style="list-style-type: none"> • Lower production costs • Increase in animal output per acre (it can increase stock of up to 50%) • Efficient re. land use and reduce the need for farmers to rent land • Improve quality of life for farmers. <p>RhH explained that we will be piloting this at Glynllifon Farm - this is a demonstration farm, as we know from the Fitbits project. They will also contribute 50% matched funding. The cost of the project we anticipate will be around £15,000, and includes all installation costs, site visits, events and short films.</p> <p>Concerns were expressed by some members (EY, MJ, ST) that this is already happening on some farms and is not innovative. However, RhH explained that the system was innovative, and that it raised awareness of digital opportunities and introduced an example of how technology can</p>



	<p>be used to increase efficiency. RhH explained that there will be workshops to teach young farmers about the system and give them the opportunity to farm more effectively instead of renting land. Members were supportive of the project.</p> <p>LAG members approved expenditure of £7,528. (With matched funding of £7,500 from Coleg Glynllifon. Total cost of the project is £15,028)</p>	
10.3	<p><u>AGW.055 'SMART' technology.</u></p> <p>SMT explained the application and explained that the scheme was developed jointly with Gwynedd Council and the Llandrillo Menai Group. SMT explained that the concept of the project is to experiment on the Glynllifon site, to contribute and develop an 'Internet of Things' in and for rural areas. SMT also noted that the specific infrastructure was being installed, TVWhitespace / LoRaWans, to support the 'Internet of Things'. Members were supportive of the application as it was an educational scheme for the Agricultural sector.</p> <p>LAG members approved expenditure of £15,000. (With matched funding of £15,000 from Gwynedd Council. Therefore, the total cost of the project is £30,000)</p>	
10.4	<p><u>AGW. 056 Dementia</u></p> <p>SMT explained the application and explained that the project contributed to the wider work that is taking place in the Gwyrfaai area to create a 'dementia friendly community'. SMT explained that the project had been developed jointly by representatives from Gwynedd Council and the local business community. We will pilot the 'geo fencing' technology at the From Goch Garden Centre in the Gwyrfaai area for a period of 3 months between January and March 2018. SMT explained that 'geo-fencing' allows someone to set a virtual perimeter for a geographical area. The costs of the project are towards the devices and the entertainment sessions. DI noted that he had been involved in this project and had engaged Catrin Hedd Jones in the field for this project. Members were very supportive.</p> <p>LAG members approved expenditure of £5,000.</p>	
10.5	<p><u>AGW.057 Cegin Noddfa</u></p> <p>DG explained that this was a small application that had been presented at the last minute, and therefore it had not been presented to the subgroup. RR explained that she had received a small application from the Noddfa Group in the Peblig area of Caernarfon, which is one of the 10% most deprived areas in Wales. RR noted that the sub group was established by a Community Enterprise to offer a café /kitchen with healthy nutritious meals, as well as workshops for mothers and families to learn how to cook nutritious meals. The costs of the project are towards buying bespoke kitchen appliances. RR explained that the group had received funding from CIST Gwynedd to employ a chef for 6 months. The</p>	

	cost of the new kitchen is £5,600. The group has received £2,000 from Caernarfon Town Council, and are applying for £3,600 from AGW. LAG members approved expenditure of £3,600. (With matched funding of £2,000 from Caernarfon Town Council. Therefore, the total cost of the project is £5,600)	
11. Any other business		
DG noted that this will be CI's last meeting as Chair. An email will be circulated to elect a new chair for 2018.		
11. Date of next meeting		
	The date of next LAG meeting is 24th January 2018. Location TBC.	

