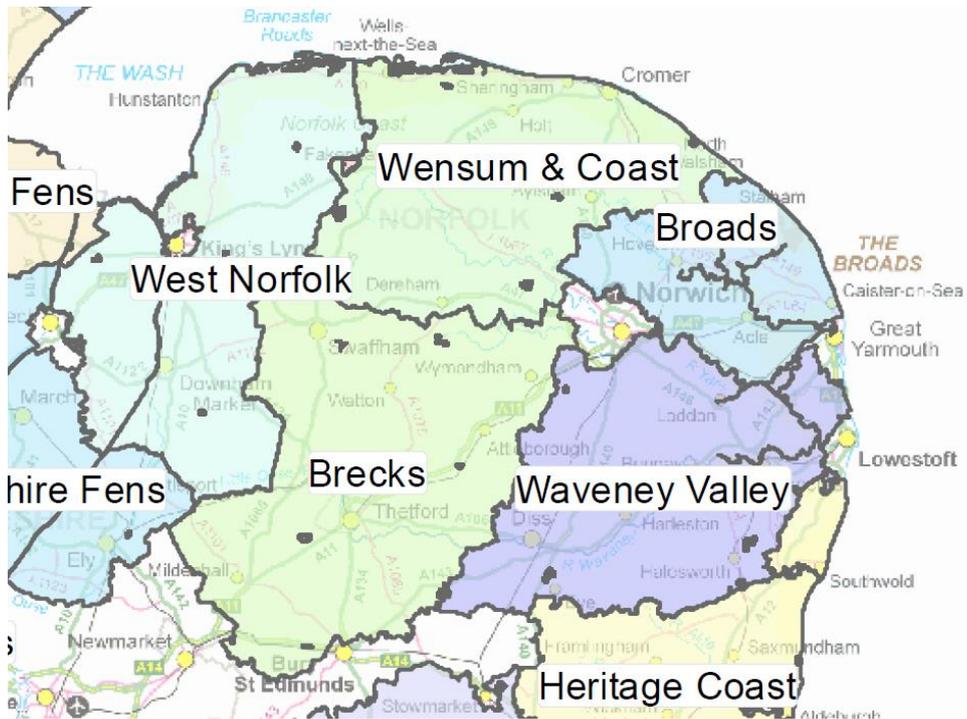


THE BRECKS

Brecks Local Development Strategy - Summary:



BRECKS - PARISHES

All Saints	Great Barton	Shipdham
Bardwell	Haggard de Toni	South
Barningham	Harling and Heathlands	Stanton
Barrow	Hingham and Deopham	Swaffham
Brandon East	Iceni	Templar
Brandon West	Lakenheath	Templar
Buckenham	Manor	Thetford-Abbey
Burgh and Haverscroft	Market	Thetford-Castle
Conifer	Mid Forest	Thetford-Guildhall
Conifer	Nar Valley	Thetford-Saxon
Cringleford	Necton	Upper Yare
Cromwells	Northfields	Watton
East Guiltcross	Pakenham	Wayland
Easton	Queen's	Weeting
Eriswell and The Rows	Red Lodge	West Guiltcross
Fornham	Risby	Wicklewood
Great Heath		Wissey

The Brecks: Summary of LDS



70% of funding must make a direct contribution to the local economy, and provide jobs and growth, and the priorities reflect this. The vision for the Brecks is *“using the strengths and coherence of the Brecks to support truly sustainable growth and deliver economic, social and environmental benefits”*. The area has a cross cutting theme, which is the Brecks Identity – to acknowledge and promote the area and build on the last programme and strengthen a Brecks Brand.

Priorities for funding are:

Increase responsible tourism opportunities which make the most of the natural and cultural environment:

Through connecting the tourism offer to the environment to encourage visitors to experience the great outdoors, and explore how businesses can work together to offer joined up solutions for tourists. Focus will be to build on previous initiatives to improve cycle networks and safely link residents and tourists to forest trails and local services. Water based tourism opportunities exist, especially on the Rivers Wissey, Little Ouse and Thet. Build on the Brecks existing heritage, i.e. Thomas Paine, Maharajah Duleep Singh, West Stow, and the rich military history of the area and increase the take up of tourism, to encourage people to stay longer.

Support small businesses to start, grow and be sustainable:

Support for establishment and growth of micro and small businesses to create new jobs and growth. Funding is prioritised for niche or innovative business proposals.

Help farming businesses to innovate, modernise and take advantage of new opportunities, including diversification into other areas of activity:

Improve efficiency of water irrigation to reduce summer abstraction, use innovation in farming to take advantage of new technology to future proof farm businesses and enter new markets. Support farm diversification projects to generate new income streams and create new jobs and economic growth.

To promote local food and drink by co-operation:

Support for projects that build on the Brecks tradition of food production, such as venison or rabbit, and promote collaboration across food sectors to jointly promote the depth and breadth of Brecks food supply, and promote a strong identity for its produce.

Support an increase in productivity from forestry and woodland:

Promote business growth through development of supply chains, introducing new processing facilities, or creating alternative products which add value to wood as a resource.

To improve the wellbeing of communities and prepare for demographic change:

Maintain and enhance community assets, through establishing multi-functional community hubs which are accessible and can deliver local services, and are sustainable in the future, i.e. using a pub to double up as an internet café or IT training facility and/or village shop.