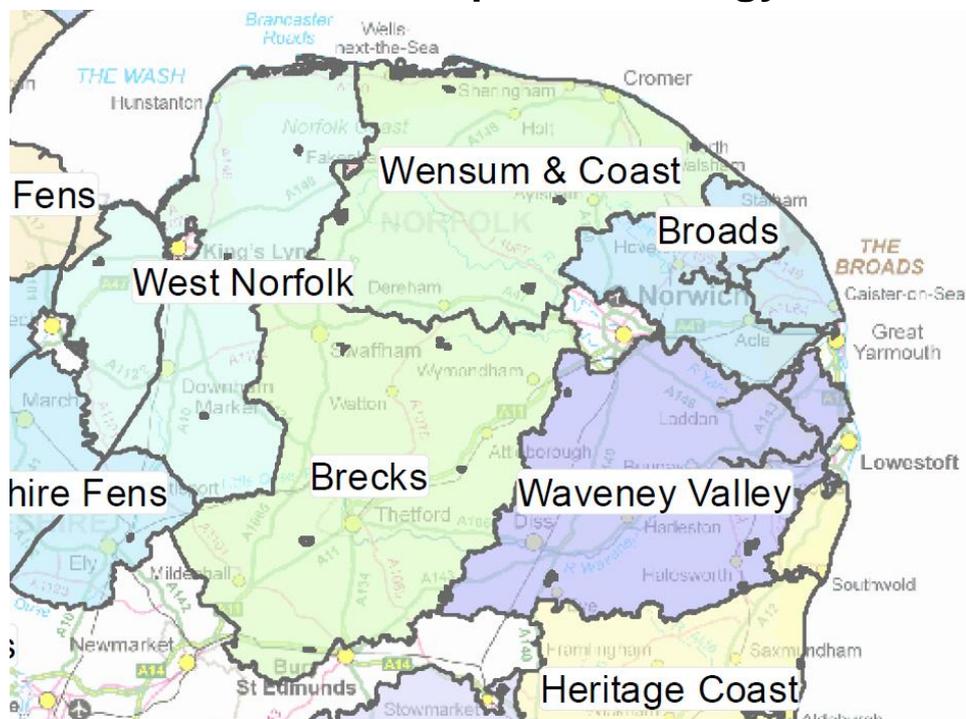


THE BROADS

The Broads Local Development Strategy - Summary:



BROADS - PARISHES

Acle	Marshes
Blofield with South Walsham	Old Catton and Sprowston West Part only
Brundall	Ormesby
Burlingham	Plumstead
Buxton	Scottow
Caister North	Spixworth with St Faiths
Caister South	Sprowston Central Part only
Central and Northgate Part only	Sprowston East Part only
Coltishall	St Benet
Drayton North Part only	Stalham and Sutton
East Flegg	Thorpe St Andrew North West Part only
Fleggburgh	Thorpe St Andrew South East Part only
Hellesdon North West Part only	Waterside
Hevingham	Waxham
Horsford and Felthorpe	West Flegg
Hoveton	Wroxham

The Broads: 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 Broads is “Creating resilient communities, growing businesses and enriching the environmental heritage of the Broads to build a thriving sustainable economy”. And the mission for the LAG is “*To promote the Broads LAG area as a significant national asset, by connecting and improving our rural services through local business growth to enrich our communities and enhance our unique environmental and cultural heritage.*”

Priorities for funding are:

Growing sustainable tourism to appreciate and protect our greatest natural asset

Generate income through an increased focus on arts, crafts and music to promote the historical heritage, landscape and wildlife of the area for local people, day trippers and long-stay visitors. Better information and interpretation of surroundings plus events promotion and investment in new and existing events such as farmers markets, exhibitions, musical gigs or regattas, can help improve visitor engagement and lengthen their stay. Promote of out of season activity to extend the tourism season.

Promoting competitive agriculture and high quality local produce

Adopt or develop new technologies in agriculture to build efficiency in growing and processing crops while reducing environmental impacts, with an emphasis on young people entering food and farming.

Production and promotion of food and drink to promote the wider area through shared branding, i.e. a “produced in Broadland” label that can represent good quality and connects people back to the area.

Support for the improvement of the status of water courses through elimination of run off, or reduction in summer abstraction through efficiencies or environmental measures.

Support will be available for start-ups that provide a good ratio of job creation and value for money and provide additional income for a farm business.

Support for woodland processing facilities to improve productivity and employment in the sector, as well as manage the woodland habitat efficiently.

Engendering growth from new and existing small businesses

Capital projects to develop workshops or business centres from new or reused buildings that support activity in rural areas, to provide quality facilities and services to attract businesses and lead to networking and knowledge sharing, supporting jobs and increased local spend to support further activity in rural areas. A priority is to fund new start-ups and growing businesses to create new jobs, promote entrepreneurship and improve the economic competitiveness of the LAG area.

Fostering Sustainable Vibrant Communities

Connect and inspire young people about rural employment opportunities, focussing on pre-16, through facilitating contact between employers and schools. Businesses in the growing elderly care market will be considered, particularly if they can help the elderly to remain within their community.

Facilitate improved connectivity in rural areas through collaboration across facilities such as a local business, with a village hall or local pub, to provide needed services.

The Broads: Summary of LDS

