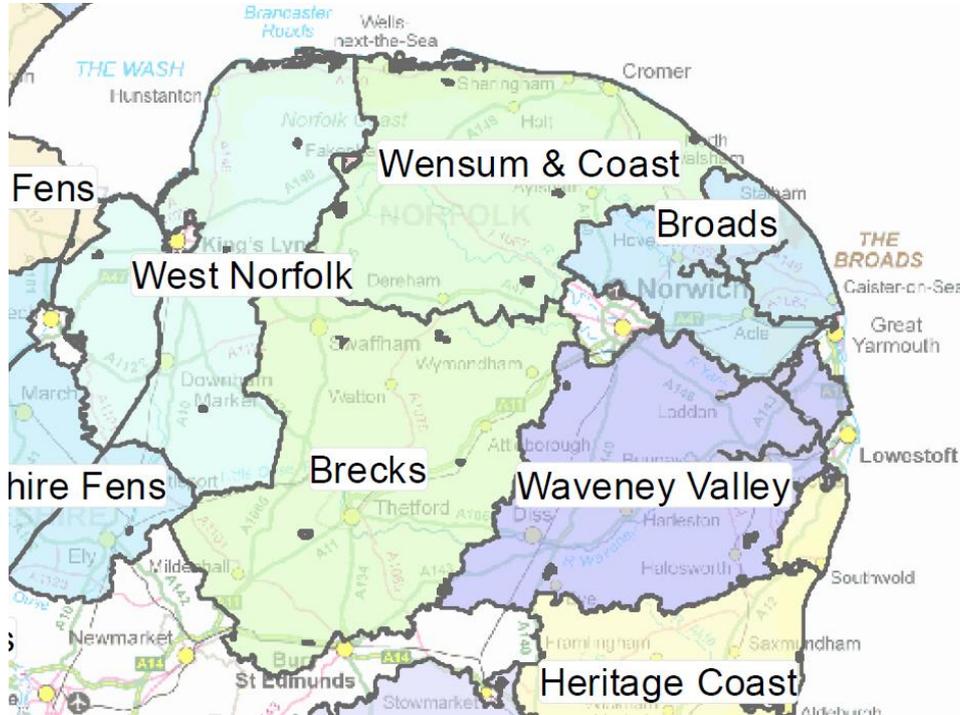


# WAVENEY VALLEY

## Waveney Valley Local Development Strategy – Summary



### WAVENEY VALLEY PARISHES

Beccles North	Fornsett	Peasenhall
Beccles South	Fressingfield	Poringland with the Framinghams
Beck Vale	Gillingham	Rickinghall and Walsham
Blything	Gislingham	Rockland
Bradwell South and Hopton	Halesworth	Roydon
Bressingham and Burston	Harleston	Scole
Brooke	Hempnall	Stoke Holy Cross
Bungay	Hetherset	Stradbroke and Laxfield
Bunwell	Hoxne	Stratton
Carlton Colville	Kessingland	Tasburgh
Chedgrave and Thurton	Loddon	The Saints
Dickleburgh	Lothingland	Thurlton
Diss	Mulbarton	Wainford
Ditchingham and Broome	Newton Flotman	Walberswick and Wenhaston
Earsham	Normanston	Worlingham
Eye	Palgrave	Wrentham

The vision for the Waveney Valley is “*Growing business, supporting people, inspiring pride*”. The area has three strategic themes: the Waveney Valley Identity, Environmental Sustainability and Innovation. The Local Action Group has 6 funding priority areas and will look to fund strong projects. A summary of these areas is available below but a thorough commentary is available in Waveney Valley: Summary of LDS



the Waveney Valley Local Development Strategy. 70% of funding must make a direct contribution to the local economy, and provide jobs and growth, and the priorities reflect this.

## **Funding Priorities:**

### **Support businesses to establish and grow**

The focus will be on projects that can clearly demonstrate value for money contributions to jobs and growth. The LAG acknowledges the contribution of Nano businesses (1-2 employees) to the rural economy and can see how funding can release some of this group to grow to a new level. Innovation will be a requirement in all projects as will an aspiration to establish jobs that pay above the minimum wage.

### **Help farming businesses to improve, innovate and develop**

The LAG wants to see projects that demonstrate an economic multiplier effect that goes beyond that of just the farm business. Innovation must be present as must the evidence that the farm business is improved. It is important for younger farmers to bring forward their new ideas as farming evolves. Projects that are collaborative, projects that link to the local research expertise, technological advancements and projects underpinning food and drink supply chains are of particular interest. Support will also be considered for modernisation projects the support the livestock sector and maintain the Waveney Valley landscape.

### **Increase tourism activity, making the best use of local assets – infrastructure, natural environment, market towns, historic landscape, culture and people**

The LAG would like to support projects that add to and strengthen the attractions in the area. Higher value job creation is an aspiration in a sector that traditionally is low wage and seasonal. The LAG would like to see innovative ideas that extend the tourism season in the Waveney Valley and capitalise on its natural assets.

### **Shorten, innovate improve the quality of supply chains and for local food and drink**

There is an opportunity to create and develop new markets that shorten supply chains and increase business resilience, particularly when businesses work together to reduce costs and create efficiencies. Producers are typically small scale and have a need to network, share knowledge and services to survive. Expansion to a business with an integrated local supply chain will inevitably bring jobs and growth benefits to other parts of the economy.

### **Support Market Towns to maintain and evolve their role as socio-economic centres**

The LAG would like to see the Market Towns of the valley modernising and evolving to meet the challenges of time. Turning internet shopping trends to an opportunity rather than a threat could be one focus. It is recognised that at individual business level these innovative activities may not stack up but there are also opportunities for groups of businesses in a town or across towns to provide sustainable solutions.

### **To foster co-operation between communities to embrace change**

The LAG would like to see projects that embrace change. Businesses and communities can offer local solutions to change. The area will see an ageing population; projects could address this with positive projects. Technological change continues at pace and the Waveney Valley will see opportunities to utilise this for the benefit of communities. Businesses and communities can work collaboratively to make resources and impacts go further.