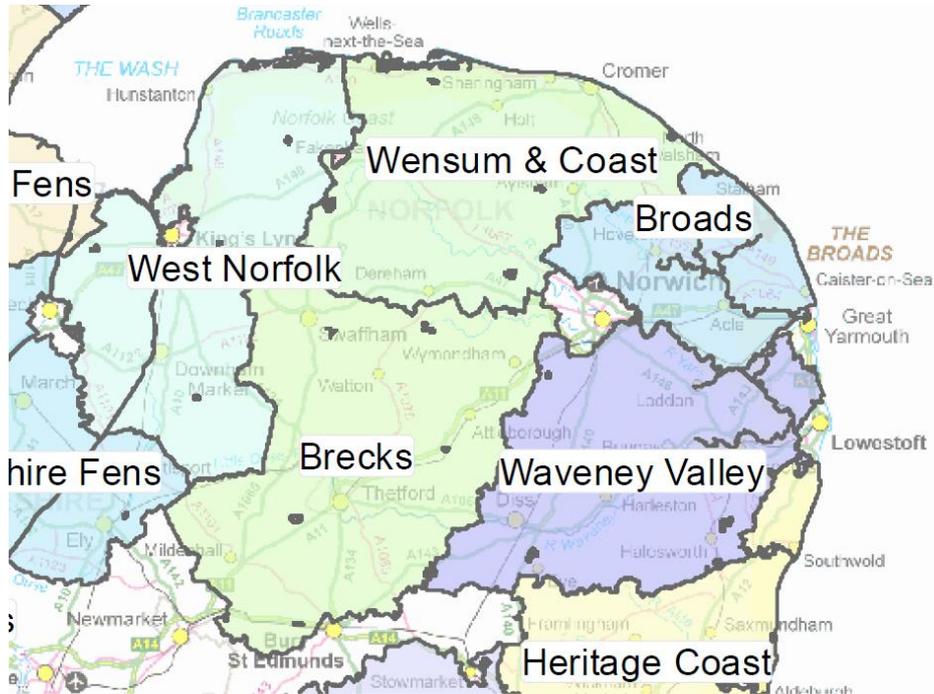


WENSUM AND COAST

Wensum and Coast Local Development Strategy - Summary:



WENSUM AND COAST - PARISHES

Astley	Great Witchingham	Roughton
Aylsham	Happisburgh	Sheringham North
Briston	Hermitage	Sheringham South
Chaucer	High Heath	Springvale and Scarning
Corpusty	Holt	Suffield Park
Cromer Town	Lancaster North	Swanton Morley
Dereham-Central	Lancaster South	Taverner
Dereham-Humbletoft	Launditch	The Raynham
Dereham-Neatherd	Mundesley	The Runtons
Dereham-Toftwood	North Walsham East	Two Rivers
Erpingham	North Walsham North	Upper Wensum
Eynesford	North Walsham West	Walsingham
Eynsford	Poppyland	Wensum
Gaunt	Priory	Worstead
Glaven Valley	Reepham	

Wensum and Coast: 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 Wensum and Coast LAG is *“A magnificent part of Norfolk in which to live, learn, work and play. Whilst preserving our special environment, we aim to create economic prosperity to enable and benefit all of our residents.*

To achieve that, we need to protect and enhance our environment, maintain and develop services which support our community, particularly in remoter areas; overcome transport and communication impediments which isolate people from services restricting their contribution to our economy; and raise aspirations and expectations by enhancing employment and career development opportunities for everyone.”

Priorities for funding are:

Improving Community and Business Facilities and Services:

Developing a sustainable community hub, with the main aim of generating employment in the area, and the development of low-carbon innovative transport options, where they can demonstrate a positive effect on local employment. The LAG believes that business support is best served when businesses are brought together physically or virtually, to share best practice, resources, and work together to find solutions to common problems. There is also an interest in promoting the set-up of care farms.

Supporting Small and Micro Enterprises:

Provide funding to support start-ups and innovative local businesses to grow, enable the provision of state-of-the-art business space and flexible incubation units with back-office services and the ability to share services. The strategy specifically encourages the use of “pop-up” shops or short term measures to help start-up businesses. Facilitating contact between employers and future employees to generate awareness of opportunities and build the aspirations of young people.

Promoting responsible use of the high quality environment for tourism, including contributing to its conservation and enhancement:

Promote niche products and services that demonstrate and maintain the unique character of the area, and increase the tourism offer. Encourage visitors to explore further inland, and away from traditional tourist hot-spots, and support activities which aim to extend the tourist season. Support the promotion and take up of non-car transport to take pressure off the busy road infrastructure.

Increasing and adding value to food and drink production and processing:

The strategy will encourage projects which provide innovative technologies within food processing, extensions to local supply chains or implement a joined-up quality standard for the area that can result in jobs and growth and benefit local businesses in the long term.

Farm Diversification and Productivity:

Business start-up aid to develop non-agricultural activity primarily focussed on giving additional business streams to farms. The strategy encourages farming innovation to support higher salaried jobs for the area.

Water Management:

Improve the efficiency of energy and water usage for agricultural businesses, building farm resilience to flooding and droughts, and the impacts of these problems.

Forestry:

Grow businesses by adding value to natural wood, including the development of processing units. Encouraging appropriate management of the woodland resource, by combining commercial forestry and fuel production, including the sustainable utilisation of woody biomass.

Wensum and Coast: Summary of LDS

