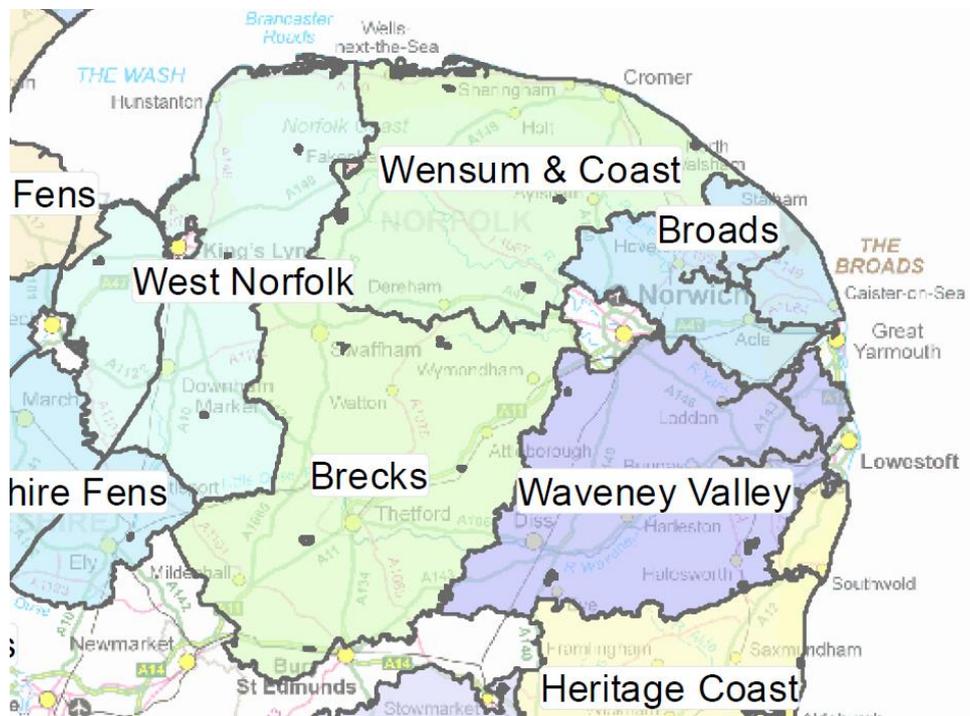




West Norfolk Local Development Strategy - Summary



WEST NORFOLK - PARISHES

Airfield	Grimston	South Wootton* Part only
Brancaster	Heacham	Spellowfields
Burnham	Hilgay with Denver	St Lawrence
Clenchwarton	Hunstanton	Upwell and Delph
Denton	Mershe Lande	Valley Hill
Dersingham	North Downham	Walpole
Docking	North Wootton* Part only	Walton
Downham Old Town	Priory	Watlington
East Downham	Rudham	West Winch
Emneth with Outwell	Snettisham	Wiggenhall
Gayton	South and West Lynn* Part only	Wimbotsham with Fincham
Gaywood North Bank* Part Only	South Downham	Wissey

The vision for West Norfolk is “To capitalise on our natural environment, landscape, heritage, businesses and communities to deliver an attractive, vibrant, prosperous and sustainable rural area, where people will choose to live, work and visit”. 70% of funding must make a direct contribution to the local economy, and provide jobs and growth, and the following priorities reflect this.

West Norfolk: Summary of LDS



Local Priorities for funding:

Achieving rural economic growth through support for small businesses

The LAG will promote business start-ups and development and growth of existing small and micro rural businesses. The focus is on new growth that demonstrates innovation and a step change for the business, and is economically and environmentally sustainable. A new business network, virtual hub or business centre would be a welcome step towards businesses sharing best practice and resources.

Improve access to services and connectivity in rural areas

Funding could support innovative ideas that develop and maximise the potential of community 'assets', including community projects such as renewable energy, energy conservation, training and skills. Multi-functional community hubs support a sustainable infrastructure for the delivery of local services, such as improved broadband speeds and mobile communications. The LAG would support economic projects that bring benefits to local villages to help sustain local services and enhance village life.

Supporting innovation and growth in agriculture, horticulture, food and drink

The LAG encourages innovative projects which add value to products, possibly using latest technology to improve energy efficiency, shorten/create a more efficient processing supply chain, improve crop yields, reduce crop inputs and lessen the impact on the environment, or achieve efficiencies in processing or promote animal welfare. Business cooperation is an aspiration to achieve efficiencies and improvements in the food and drink supply chain. This may be possible through collaborative storage and distribution of goods, sharing processing facilities or knowledge and skills.

The LAG wishes to promote projects that offer advice and support for new entrants to farming, for example through share-farming or new entrant schemes. Some work is needed to identify innovative ideas to link start-ups with land owners, to support young people wishing to start up a new business.

Care farms are an opportunity to link local food and social care and the LAG suggests that a successful care farm model can support a wider range of groups such as excluded young people, ex-offenders and NEETs.

Support for water efficiency

The LAG will support projects that both define and increase the efficiency of integrated water management systems and use of water through a strategic approach. Ideally these projects will be collaborative, benefitting more than one farm holding and securing access to water for the long term. Projects should aim to reduce summer water abstraction, and/or review management during periods of increased rainfall to reduce flooding.

Growing tourism by improving and developing the visitor experience

Establish, build and promote an identity for this area, using experiences from existing LAG's that have been through this exercise. Part of this exercise will be to review what the unique offer is for tourists, level of accessibility to and around the area, and how it can be promoted to encourage visitors to come and stay.

Tourism activities should focus on Norfolk's natural and built heritage to drive an increase in quality, season extension, and higher economic returns from the tourists who visit Norfolk each year by increasing overnight stays, promoting local food, drink and crafts and by increasing the activities available.

Support for sustainable woodland development

Projects which can add value by processing forest products and generate income through this activity will be supported. This could generate wood fuel or used in more creative end products. Leader funding could be used to support the establishment of workshops and facilities, purchase equipment, processing and marketing of products, or new forestry technologies.

West Norfolk: Summary of LDS

