

SCOTTISH LEADER CONFERENCE



INSPIRE – BE INSPIRED
20 MARCH 2014, GLASGOW



'The European Agricultural Fund
for Rural Development: Europe
investing in rural areas'.



**The Scottish
Government**
Riaghaltas na h-Alba

Eyemouth Harbour on the Berwickshire Coastal Path, Scottish Borders



FOREWORD

FRANK STRANG
Deputy Director of Food, Drink and Rural
Communities Division, Scottish Government










Biography
I was born in Glasgow and joined the Ministry of Agriculture Fisheries and Food in London in the 1980s where I held various posts and had responsibility for co-ordinating the UK position on the Common Agricultural Policy. I was Agriculture Attaché in Paris from 1990-1994 where I was Chair of the Scotch Beef Club and was closely involved in UK representation at the SIAL food fair. I also held the position of Principal Private Secretary to the Minister of Agriculture during the worst of the BSE crisis.

Returning to Scotland in 1997, I was then successively Secretary to the Forestry Commission, Head of Land Use and Rural Policy Division and Head of Sea Fisheries Conservation where I had responsibility for Scotland's interests in EU fisheries negotiations. I then worked in the Scottish Government Health Directorate where I worked on issues relating to GPs, including leading the negotiation of a new contract for 2013-2014.

I am married with a 12 year old daughter and still find time for – amongst other things – the hills, my pipes and my local church.

Latest information about the 2014-2020 LEADER programme is available at www.scotland.gov.uk/LEADER2014

AGENDA

9.00 Registration opens		11.00 Session 2 Morning workshops*	
9.45 Session 1 Welcome and perspectives:		12.30 Networking lunch	
<ul style="list-style-type: none">➤ Intro to the day – Frank Strang, Deputy Director of Food, Drink and Rural Communities Division, Scottish Government➤ A European perspective: different approaches to delivering LEADER from around Europe – Edina Ocsko, European Network for Rural Development➤ A National perspective: future implementation of LEADER in Scotland – Alistair Prior, Head of Rural Communities Team, Scottish Government➤ A LAG perspective: Kirsten Birke Lund, Vice-President of the European LEADER Association for Rural Development and member of Jammerbugt-Vesthimmerland LAG in Denmark➤ Panel discussion		14.00 Session 3 Afternoon workshops*	
		15.45 Session 4 Feedback from workshops and closing remarks	
		16.15 Conference ends	

* Four workshops will be run in parallel:

- | | |
|--|---|
| <ul style="list-style-type: none">➤ Workshop 1:
How Local Action Groups can drive the agenda➤ Workshop 2:
Community involvement and working beyond LEADER | <ul style="list-style-type: none">➤ Workshop 3:
Administering multiple European funds➤ Workshop 4:
Managing Authorities and LAGs delivering LEADER effectively |
|--|---|

SESSION 1 PRESENTERS



EDINA OCSKO – BIOGRAPHY

Edina works at the European Network for Rural Development (ENRD) Contact Point as a group leader of the Networking and Cooperation Group. She has worked extensively in the field of EU rural development policy, with specific focus on LEADER and, more recently, on Community Led Local Development (CLLD). Between 2002 and 2006 she was involved in the work of the UK LEADER+ Network Management Unit. In recent years she has worked on various assignments with ENRD; among others, she has been responsible for the coordination of the newly formed a National Rural Network (NRN) Thematic Cluster on CLLD.

A European perspective: different approaches to delivering LEADER from around Europe

Edina will provide an overview of the diverse delivery mechanisms of LEADER during the 2007-2013 programming period across Europe, based on the work carried out by ENRD in this field (including thematic working groups, LEADER focus groups and LEADER sub-committees).

The presentation will aim to highlight some of the key lessons learnt during this programming period, as well as selected practical examples of different LEADER delivery approaches. The presentation will also focus on the implementation aspects of Community Led Local Development (CLLD) during the 2014-2020 programming period, with specific focus on the delivery challenges of both European Agricultural Fund for Rural Development (EAFRD)-funded and multi-funded CLLD approaches. An overview of some of the key challenges and possible ways to overcome these will be provided (including the demonstration of specific examples where available). The presentation will also briefly introduce ENRD’s current and future support actions in this area.

SESSION 1 PRESENTERS

ALISTAIR PRIOR – BIOGRAPHY



I have led the Rural Communities Team in the Scottish Government for almost three years with responsibility for driving rural communities policy, leading the Scottish National Rural Network (NRN) and managing the Scottish LEADER programme. Further details about the rest of the team can be found on pages 11 & 12.

I previously worked on a range of related rural development work in Government including: short supply chains, organics, Protected Food Names (PFNs), seafood, aquaculture and land use planning.

A National perspective: future implementation of LEADER in Scotland

The LEADER approach is at a crossroads. 2014-2020 offers a real opportunity for our communities, businesses and public sector partners across rural and coastal Scotland to implement Local Development Strategies in a way that better suits them.

The presentation will set out what we have all learnt from the 2007-2013 SRDP and offer an ‘inspirational’ overview on next steps.

KIRSTEN BIRKE LUND – BIOGRAPHY



Kirsten has completed a Masters in Rural Development and participated in, and supervised, several rural development projects, even as far afield as Mozambique. Closer to home, she is a member of the Monitoring Committee for the Danish Program under European Agricultural Fund for Rural Development (EAFRD) and a member of the Coordinating Committee for Danish LAGs.

Kirsten is also a member of the LAG for Jammerbugt-Vesthimmerland, where she participated in the establishment of the LAG and their first Local Development Strategy in the 2007-2013 programme period. Kirsten is currently the Vice-President of the European LEADER Association for Rural Development (ELARD).

A LAG perspective

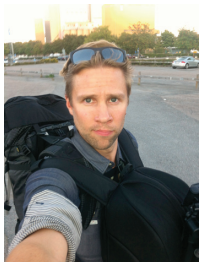
“LAGs are an integrated part of the LEADER method. In fact if the LAGs are not based on this method, they should not be allowed to use the name ‘LAG’.”

“We can hope that the EU will continue to support and make room for the LEADER method. We can hope that the Member States will understand and facilitate the LEADER method – also for other funds using the CLLD.”

“LEADER and LAGs are, by definition, based on the local initiative and therefore not possible without the enterprise and the involvement by the local people – the grassroots. The bottom up method is a very different approach compared to normal top down, and it will require new and brave decisions by the local authorities to enable the LAGs to use the LEADER method, make the most of it and reach the full potential of the method.”

WORKSHOP 1: HOW LOCAL ACTION GROUPS CAN DRIVE THE AGENDA

ERIK KLINGA – BIOGRAPHY



Erik has been working for LEADER Norra Mälärstranden for five years. He is employed as a youth coach and head of two LAG owned youth projects. The first project is about capacity building and the second one is an umbrella project where young people can apply for funding of up to 25,000kr (about £2,300) to make projects for young people by young people. Aside from his LEADER commitments, Erik also works as a jester and fire artist.

Presentation

During the Leader+ programme, umbrella projects for youths started to pop up throughout. Swedish rural areas. During this LEADER program (2007-2013) almost half of Sweden’s 63 LEADER areas have developed youth projects with the umbrella method. In this short presentation Erik will talk about how it started, the pros and cons of the umbrella projects and show some actual examples of fantastic young entrepreneurship. Enjoy the ride!

WORKSHOP 2: COMMUNITY INVOLVEMENT AND WORKING BEYOND LEADER

SARAH HUGHES – BIOGRAPHY



Sarah is the projects manager at PLANED (Pembrokeshire Local Action Network for Enterprise and Development) and has worked in rural development for 15 years, applying LEADER methodologies and working with groups, whether community based, environmental or strategic partnerships both at a local and national level. She is part of the advisory group led by Cynnal Cymru (Sustain Wales) to develop the methodology of a ‘national conversation’ as part of the Welsh Government’s Future Generations Bill. Previous roles have included working with environmental organisations from all over Wales and groups involved in grass roots community action. With an MSc in Rural Resource Management and an experienced community development practitioner, she is also partner in her family rural business.

Presentation – Inspiring Communities: Listening to the Locals

The presentation will briefly cover PLANED’s basis for operation (beyond its administrative role as a LAG). Examples of good practice will be discussed along with methods and techniques for engaging communities, both geographic and thematic. The PLANED process, and in particular the development of engagement methodologies, has involved working with others such as the New Economics Foundation, London and more recently COIN (Climate Outreach Information Network) in delivering ‘Carbon Conversations’.

PLANED, was established in 2001 and has evolved from SPARC (South Pembrokeshire Partnership for Action with Rural Communities) 1991-2001; and TCRI (Taf and Cleddau Rural Initiative) 1987–2001. The organisation now has 25 years’ experience of working as a partnership organisation, bringing together communities, special interest groups, statutory agencies and local authorities. PLANED continues to build on a strong track record of inclusive, participative and successful community development, spanning social, cultural, heritage and environmental activities, community based sustainable tourism, agricultural support and enterprise development. As a registered charity and company limited by guarantee, PLANED owns the 17 workshops and the PLANED offices at the Old School, Narberth, thus giving the organisation a valuable asset base.

WORKSHOP 3: ADMINISTERING MULTIPLE EUROPEAN FUNDS

HANS JØRGEN JENSEN – BIOGRAPHY



Hans Jørgen has been the project coordinator and manager of LAG-Bornholm since 2001. As a manager he has the responsibility to fulfil the development plan by acting proactively and seeking project activities within the ‘lighthouses’ identified by the LAG (see below). Prior to becoming the LAG manager, Hans Jørgen worked for six years as the project coordinator and manager of the agriculture development and innovation centre (LUIC).

One of the greatest personal successes that HJJ had, was to be co-creator of the European Network of Culinary-Heritage Europe; a network of regions that have full focus on promoting local food culture and development of local quality food. (www.culinary-heritage.com)

Presentation – the LEADER delivery and governance model of (F)LAG-Bornholm

Bornholm is an island which has some of the usual challenges in peripheral areas: high transport costs; people moving away; business composition of a developing country; high unemployment rate; poor education; unbalanced age composition etc.

With experience of four EU-programming periods since 1992, LAG-Bornholm has a long history concerning LEADER. The method has developed over the years, particularly when the EU mainstreamed LEADER, taking it from an experimental programme, to a widely accepted method which is expected to ‘save the world’ (or at least our local area).

LAG-Bornholm is an integrated action group within both rural and fisheries areas. Since 2001, LAG-Bornholm has developed its own ‘lighthouse’ model that works with a dedicated focus on a number of specific issues (e.g. regional quality food, handicrafts, networking among small companies, renewable energy and health). Within each of these themes, the LAG focuses on both the creation of a development centre with a distinct geographical address, and an activity development environment within each theme (so called “lighthouse”).

WORKSHOP 4: MANAGING AUTHORITIES AND LAGs DELIVERING LEADER EFFECTIVELY

DAVID WILFORD – BIOGRAPHY



David is Head of LEADER and Socio-economic policy in Defra’s Rural Communities Policy Unit. He has been a rural development practitioner and policy maker for most of his career – previously working for ADAS, the Farming and Rural Conservation Agency and the Rural Development Service. Before joining core Defra in 2011, David spent 10 years as Head of the Defra team in the Government Office for Yorkshire and The Humber. During this time he undertook secondments into Local Government and also the public sector consulting team of PWC. In his current role he represents the UK on the EU LEADER sub-committee and also the EU National Rural Network group. David is also a member of the DG-REGIO technical group on Community-Led Local Development.

In his spare time David enjoys walking, playing football, running and swimming and is a keen Leeds United supporter. He lives in Bingley, West Yorkshire and is married with two young children.

SUE ELLWOOD – BIOGRAPHY



Sue has been the Project Coordinator for North Pennine Dales LEADER since 2008, previously she was a business adviser with The Enterprise Agency working with existing small businesses. Her working experiences including running her own specialist fine food mail order company, supporting her husband setting up two separate businesses, managing large branch offices for the Post Office and working for an accountant. Sue always thinks of herself as a rural girl, born and bred in the beautiful area of Teesdale, she enjoys the outside life working her gun dogs and appreciates where she lives.

Presentation

The presentations from David and Sue will provide participants with the opportunity to hear about the delivery of LEADER from the perspective of both the Managing Authority and the LAG. David will explain about the governance structures in England and how the MA interacts with LAGs to ensure effective delivery. Sue will talk about how this works at a local level – the roles of the Accountable Body, the Lead Body and the LAG. The presentation will also explain how the structure has evolved over the course of the programme to strengthen MA and LAG working and their plans for future delivery in 2015.

RURAL COMMUNITIES TEAM

Please find contact details and a brief outline of the roles of the Rural Communities Team members below:

Alistair Prior

alistair.prior@scotland.gsi.gov.uk
Tel 0131 244 9281

- Head of Branch and focus on the future LEADER and National Rural Network
- LEADER policy and liaison with EC/UK/SG and stakeholders on International processes
- Monitoring and evaluation workstream

Katy Mackintosh

katy.mackintosh@scotland.gsi.gov.uk
Tel 0131 244 9756

- Senior Scheme Manager and focus on current and transition LEADER
- Liaison with LAGs and monitoring/ compliance visits
- Rural communications
- LEADER website
- IT workstream, overseeing IT guidance and finance workstreams

Elaine McGregor

elaine.mcgregor@scotland.gsi.gov.uk
Tel 0131 244 9843

- Senior Scheme Manager and focus on future LEADER
- Liaison with EC/UK/SG and stakeholders on domestic processes
- Preparation of stage 2 and 3 guidance on new LDS and criteria for allocating funding to LDS and exploring scope for additional funding for HIE Area for 2014–2020
- Community enterprise/third sector
- Disadvantaged/minority groups in rural areas (eg ethnic minorities, women, older people and young people)

Jody Fleck

jody.fleck@scotland.gsi.gov.uk
Tel 0131 244 9838

- Senior Scheme Manager
- Framework for regional/international projects under LEADER and cooperation workstream
- National Rural Network
- Rural Parliament
- Rural communications

Lynn Douglas

lynn.douglas@scotland.gsi.gov.uk
Tel 0131 244 9757

- Scheme Manager
- Liaison with LAGs on queries
- Audit issues
- Transitional funding arrangements and closure

Gerrie Dunn

gerrie.dunn@scotland.gsi.gov.uk
Tel 0131 244 9887

- Scheme Manager
- Overseeing claims’ processing
- EU returns
- Transitional funding arrangements
- General finance issues

Geoff Allan

geoff.allan@scotland.gsi.gov.uk
Tel 0131 244 9810

- Scheme Manager
- Secretariat for Strategic Board
- Guidance/training and templates

RURAL COMMUNITIES TEAM

Please find contact details and a brief outline of the roles of the Rural Communities Team members below:

CONTINUED

Caroline McConnell

caroline.mcconnell@scotland.gsi.gov.uk

Tel 0131 244 9573

- Scheme Officer
- Transitional funding arrangements

Rural Communities Team

B1 Spur Saughton House

Broomhouse Drive

Edinburgh

EH11 3XD

Gillian McTavish

gillian.mctavish@scotland.gsi.gov.uk

Tel 0131 244 9852

- Scheme Administration
- Claim processing and first point of contact

Lorraine Macrae

lorraine.macrae2@scotland.gsi.gov.uk

Tel 0131 244 9755

- Rural Parliament
- National Rural Network
- Briefings and policy

Marion Collins

marion.collins@scotland.gsi.gov.uk

Tel 0131 244 9924

- Scheme Manager/facilitator
- Preparation of stage 2 and 3 guidance on new LDS and criteria for allocating funding to LDS and exploring scope for additional funding for HIE Area for 2014-2020
- Workstream coordination



**The Scottish
Government**
Riaghaltas na h-Alba