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## The Local Action Group (LAG)

The LAG is integral to the LEADER approach. The main aim of the LAG is to promote and reinforce the value of co-operative and partnership working by bringing together organisations and individuals who have an interest in encouraging development in rural areas. It is a locally led approach to rural development, involving representatives from public, private and voluntary and community sectors, with at least half of its members drawn from the non public sector. Representatives have to live or work in the area and come from a diverse range of communities of interest. To see the list of LAG members please visit the website shown at the end of this leaflet.

## The Local Development Strategy (LDS)

The LAG has drawn up a Local Development Strategy (LDS), related to national and regional strategies, but firmly based on local priorities. The Coast, Wolds, Wetlands & Waterways LAG has chosen the key theme of Rural Heritage & Culture, linked where appropriate to service provision, with business growth and opportunities as cross cutting themes.

## Activities to be funded:

- Maximise business opportunities throughout the delivery of the programme that lead to the development of new and existing local enterprises
- Build capacity, train and empower rural communities (by drawing on the potential of the area's natural and cultural heritage)
- Stimulate the growth of the cultural and creative sectors through the development of creative space and capacity
- Build on the potential of the area's natural heritage opportunities, develop local ownership of, and participation in, environmental management, planning and interpretation
- Develop facilities and networks of activity that create a focus and enable understanding and connectivity to local heritage and landscape.

All of the above contribute to the stated overall aim of the Coast, Wolds, Wetlands & Waterways programme:

'To utilise the unrealised potential of the area's heritage and culture to stimulate local vibrancy, encourage enhanced pride in place, and thereby improve the area's economic performance and social sustainability'.

LEADER funding is available for eligible project costs, though some match funding will generally be required. It is unlikely however, that projects of less than £5,000 would be eligible for funding.

Funding is also available for co-operation and networking projects between UK groups and across Europe.

## Linkages with other programmes

A further role of the LEADER programme and the LAG is to contribute to the other themes and programmes under the RDPE, for more information visit [www.ruralprogrammeseastyorkshire.co.uk/rdpe](http://www.ruralprogrammeseastyorkshire.co.uk/rdpe) or contact us on the number below.

The LAG will also try to help projects to benefit from the integrated approach and partnership working, and make referrals to linked funding such as the Rural Enterprise Investment Programme (REIP). Again, the Yorkshire Forward website has information on the full RDPE programme.

## How do I get more information?

Coast, Wolds, Wetlands & Waterways programme staff can be contacted via the email address or telephone number shown at the end of this leaflet. They send out regular briefing and information notes, keep a mailing list and regularly update the website. They can also help with project development and assessment.

If you have a project idea that will help to meet the programme aims or think you can help make LEADER a success, do contact the programme staff.

**Email: [leader@eastriding.gov.uk](mailto:leader@eastriding.gov.uk)**

**Rural Programmes Team**

**Driffild Business Centre, Scotchburn Garth,  
Skeme Road, Driffild**

**East Yorkshire, YO25 6EF**

**Tel: 01377 208410**

**Also visit [www.ruralprogrammeseastyorkshire.co.uk/rdpe](http://www.ruralprogrammeseastyorkshire.co.uk/rdpe)**

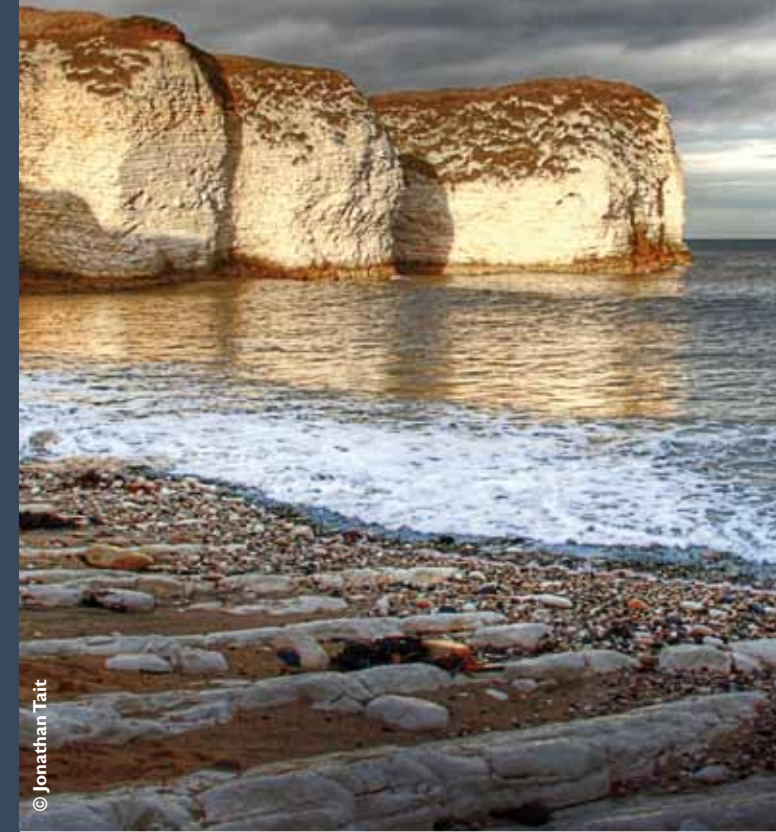


**LEADER**

**Coast, Wolds, Wetlands & Waterways**

**East Riding of Yorkshire & North Yorkshire (Ryedale District  
& Scarborough Borough) LEADER Local Action Group**

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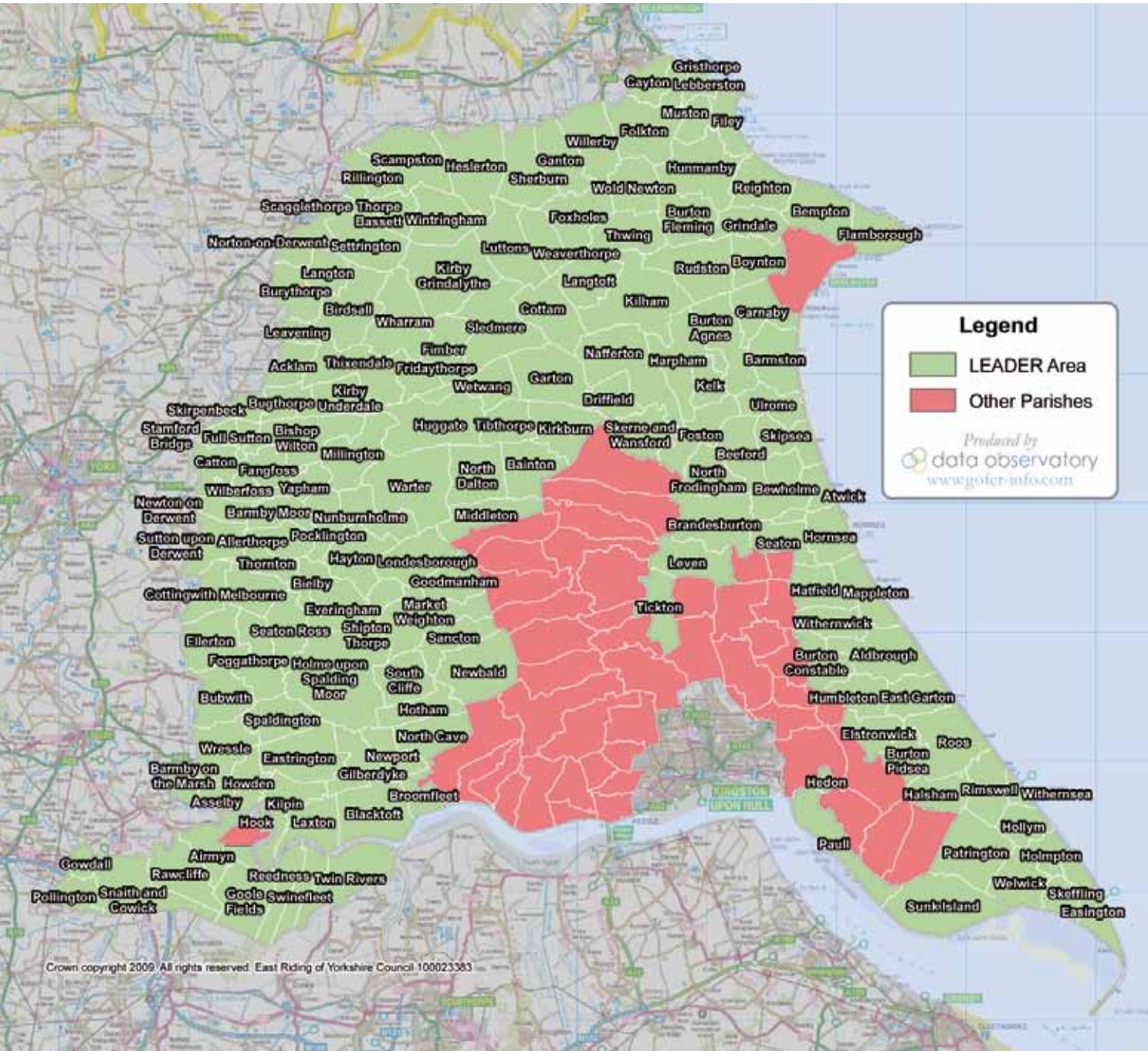


**Help deliver the LEADER programme  
and fund initiatives to benefit rural communities,  
organisations and businesses**



# The Coast, Wolds, Wetlands & Waterways LEADER area

The Coast, Wolds, Wetlands & Waterways RDPE LEADER area covers a large rural area of 187 square miles and includes 153 parishes in the East Riding of Yorkshire, Ryedale and Scarborough districts of North Yorkshire.



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## Introduction

There is now an opportunity for rural communities, organisations and businesses in the Coast, Wolds, Wetlands & Waterways area (see map) to benefit directly from an initiative called LEADER, which is a European Union and UK Government funded initiative. The term LEADER comes from the phrase 'Liaison entre actions de développement de l'économie rurale', which can be translated as 'Integrated Rural Development'.

LEADER aims to assist rural communities to improve the quality of life and economic prosperity in their local area. Funding of over £2.8 million has been secured to enable a programme of activity to be developed and delivered in the area.

## LEADER in the Region

In common with other Regional Development Agencies across the country, Yorkshire Forward is overseeing the RDPE and LEADER programmes locally. There are six LEADER areas in the Yorkshire & Humber region. Please follow the link below to the Yorkshire Forward website to find out information on the other LEADER programmes and the areas they cover.

[www.yorkshire-forward.com/rdpe](http://www.yorkshire-forward.com/rdpe)



Picture courtesy of the Sobriety Project