

**Vb INTERVENTION LOGIC TABLE** (linked to Section 3.1 of the LDS)

**Name of LAG: PARTNERIAETH GWLEDIG YNYS MON RURAL PARTNERSHIP**  
**Date Completed/Updated: 22.06.2016**  
**ALL ACTIONS DESCRIBED BELOW ARE INDICATIVE. IN IMPLEMENTATION, LEADER IN YNYS MON WILL PURSUE THE STRATEGIC OBJECTIVES VIGOROUSLY, BUT RESERVES THE RIGHT TO MODIFY AND ADAPT ACTIONS IN SITUATIONS WHERE STAKEHOLDERS DETERMINE THAT GREATER BENEFIT CAN BE ACHIEVED BY A CHANGE IN DIRECTION OR EMPHASIS. IT IS ALSO INTENDED, IN ACCORDANCE WITH LEADER METHODOLOGY, THAT STEERAGE FOR THESE ACTIONS WILL BE DRAWN FROM THE LAG AND THE COMMUNITIES OF INTEREST DRIVING EACH THEME**  
**NB ALL TEXT SHADED YELLOW INDICATE ACTIONS SUITABLE FOR CROSS LAG CO-OPERATION**

Development Needs / Opportunities	Specific Objective	Strategic Fit	Type of actions to be supported – SMART actions, state where co-operation action is envisaged	Projects Approved by the LAG	Outputs (from LDS Guidance Monitoring Framework section plus additional indicators/targets set by LAG)	Output Target	Contribution to cross-cutting themes	Who will be involved in the delivery	Timeline (start-finish)
<b>Theme 1: Adding Value to local identity and natural and cultural resources</b>									
NEED Addition of economic value to the Anglesey Coastal Path and its associated settlements. The need to extend the value and economic benefit of the Anglesey coastline	SO 1 Secure greater local economic value for local operators from the Anglesey Coastal Path	Welsh Government strategy for Tourism 2013-2020;  Ynys Mon Destination management Plan 2013-2020  Anglesey Single Integrated Plan  Sustainable Tourism Policy  Coastal Tourism Strategy	Establish new products or services to include:- a. Establish and promote heritage and thematic loops from the coastal path to inland settlements b. Establish and promote new off season activities aligned to the Anglesey Coastal Path.  a.		<b>THEME 1 OUTPUTS</b>	<b>VALUE</b>	Welsh Language <b>Tackling poverty</b>	<b>MM Staff</b> Innovation groups comprised of:- IOACC Destination Anglesey Partnership Board Anglesey Tourism Assoc IOACC Highways Local heritage groups Friends of the Coastal Path Accommodation providers Volunteer participants Local and Volunteer expertise Business Wales Youth groups Coastal business sector groups	Yrs 1 - 6
					Number of jobs created through supported projects				
					Number of feasibility studies				
					Number of networks established	1			
					Number of jobs safeguarded through supported projects	3			
					Number of pilot activities undertaken/supported	2			
					Number of community hubs	15			
					Number of information dissemination actions/promotional and/or marketing activities to raise awareness of LDS and/or its projects	3			
					Number of stakeholders engaged	25			
					Number of participants supported	41			
	45								
	SO2 Develop new		Establish a range of 'Gweithio'r Arfordir / Working						

SO3 EXPLANATORY NOTE Spend will be on quantifying market potential in these new innovations in land based diversification, ie proving demand, establishing costs, modelling viability. WE WILL NOT GRANT AID these farms. We fully understand that actual investment into private business will not be eligible. This is fully understood. There may be circumstances where a group of businesses wish to trial an innovative undertaking and agree that one of their number should undertake the trial in situ, from which the others will learn. In all cases we will seek to hire in equipment for such trials so that no single business accrues economic advantage

	and more employment and business opportunities for local people through the diversification and integration of coastal economy factors.		<p>the Coast' promotions to include:-</p> <ol style="list-style-type: none"> <li>Appoint 2 accommodation and activity exemplars from which others can learn and improve</li> <li>Design and Implement 3 'Taking advantage of the coast' business opportunity events</li> <li>Exploit digital media opportunities for the coastline, increasing business interactivity for existing media.</li> </ol> <p>Establish coastal venture facilitation project for Anglesey to assist young people to start up enterprises in working the coast. LEADER will pay for the creative research into the feasibility of new activity start ups in the coastal areas. It may pay for the hiring of activity equipment for young people to try out and run pilot enterprise periods. At the end of the trial period it will refer young people on to the Business Wales provision. We will include young people suffering economic disadvantage</p>						
<p><b>NEED</b> To add economic value to the tourism potential of central Anglesey.</p> <p><b>OPPORTUNIT Y</b> There are opportunities to pursue significant added value to</p>	<p><b>SO3</b> Engender greater participation and exploitation of new and existing heritage and tourism markets in central island areas</p>	<p>Welsh Government strategy for Tourism 2013-2020;</p> <p>Anglesey Destination management Plan 2013-2020</p> <p>Anglesey Single Integrated Plan</p> <p>Mona Antiqua</p>	<p>Establish 2 geographical Communities of Interest and pilot 6 (3 in each) innovative pre-commercial pilots with employment prospects, to include implementation of</p> <ol style="list-style-type: none"> <li>1 new green tourism pilot</li> <li>1 natural environment pilot</li> <li>Local catchment product markets for tourism hub areas</li> <li>Audit, structure, assist, promote and</li> </ol>			Cooperation Welsh Language. Equal opportunities	<p><b>MM Staff</b> Communities of interest comprised of:- IOACC Destination Anglesey Partnership Board Anglesey Tourism Assoc IOACC Highways Local heritage groups</p>	Yrs 1 - 6	

the experience of visiting villages.		strategy	commission 3 new private activity ventures in land based businesses operated by farming families as activity pilots						Friends of the Coastal Path Accommodation providers Volunteer participants Local and Volunteer expertise. Business Wales Youth groups Coastal sector groups Procured expertise
NEED to address weaknesses in the tourism industry	<b>SO4</b> Generate greater participation and exploitation of off season tourism markets by new and existing businesses working in conjunction with communities of interest	Sustainable Tourism Strategy	Assemble 2 relevant area based communities of business and local knowledge interest to co design and co implement 2 new off season tourism products on the island, to include a range of activities eg a. Mabinogion / Arthurian / Tywysogion sites extensive and profuse in these areas. b. 'Christmas on Anglesey' experience c. Winter birds week d. Gate to plate tours	Welsh Activity tourism					
	<b>SO5</b> Increase engagement, participation and benefit to tourism businesses by adding value to existing digital application provisions		Introduce 2 new or improve existing app provision in order to capitalise on interactivity to increase on and off season business participation in real time in order to eg submit discounting in bad weather to drive up sales						
	<b>SO6</b> Increase the number of businesses utilising the Sense of Place toolkit on the island		Work with 5 businesses to fully demonstrate the sales benefits of full utilisation of the sense of place toolkit <b>This will not entail provision of grant aid to business, rather the adoption of the sense of place toolkit (available to all).</b>						
NEED Struggling	Strengthen productivity and		Introduce pathways to strengthen links between						

<p>market towns – the need to reinvigorate the identity, serviceability and prospects of Gwynedd’s Market Towns</p>	<p>the identity of market towns as experiential symbols of the culture and products of their catchment.</p>		<p>market towns and their catchment in order to harness the importance of local products and markets in strengthening the identity and differentiation of the town e.g. Llangefni and Amlwch</p>						
<p>OPPORTUNITY To re-establish artisan economic links between rural catchments and their market towns. Opportunities arise when local advocates steer improvements</p>			<ul style="list-style-type: none"> <li>a. Explore and publish artisan product opportunities in rural Anglesey</li> <li>b. Establish a market town catchment wide campaign to audit skills and equipment and to challenge local people to make products as a source of first or second income</li> <li>c. Link empty shops to local catchment products in art, craft, food and services in care and personal development.</li> <li>d. Establish interactive digital medium to match skills to equipment and to manage supply and demand of the products and services made locally</li> <li>e. Explore establishment of a collection and distribution service for locally made products</li> <li>f. Pilot area based collaborative social media campaigns aimed at providing customers with a single reference point for local offers and events.</li> </ul>						
			<p>Make catchment branding visible in town centre</p>						

<p>OPPORTUNIT Y The Welsh language as an economic resource and a contributor to diversity and identity, demonstrating how the Welsh language can be sold as an economic attractant to the wider world</p>	<p><b>SO7</b> To elevate the harnessing of Welsh as an USP rooted in the region – to set the language in its European, Celtic and local context by deepening appreciation and knowledge of its wider significance in European heritage and Celtic persistence.</p>	<p>Welsh Government policy: A living language: a language for living - Welsh language strategy 2012 to 2017  Anglesey Single Integrated Community Plan  Anglesey Destination Management Plan 2012-20</p>	<p>Establish projects which give the Welsh language a prominent presence in conveying identity in the tourism economy, to include using Welsh as a marketable commodity:- Establish a Welsh identity innovation community or group to steer:- a. 4 tangible means of exploiting cultural and linguistic heritage eg learning Welsh words when visiting attractions b. 2 unique products which help 'sell' the European history of the Welsh language c. 2 unique products which set the Welsh language in its Celtic foothold eg a Celtic surname equivalence directory eg Gwyn = Quinn; Bowen = McGowan</p>				<p>Cooperation Welsh Language. Social exclusion</p>	<p><b>MM Staff</b> Communities of interest comprised of:- IOACC Destination Anglesey Partnership Board Anglesey Tourism Assoc IOACC Planning IOACC Economic Development IOACC Education and Culture Menter Iaitn Mon Accommodation providers Volunteer participants Local and Volunteer expertise. Youth groups and organisations Business Wales Federation of Small Businesses Procured expertise</p>	<p>Yrs 1 - 6</p>
<p>NEED The Welsh language needs to be sold to new arrivals in the population and to young people generally throughout the county at secondary level</p>	<p><b>SO8</b> To ensure the Welsh language is heard in the community and in the workplace as well as seen; that its value in conferring USP to the island is better appreciated</p>		<p>Pilot 1 branding scheme for Anglesey businesses – 'We are a bilingual business' to increase the currency of the language in the economy. <b>This will not entail provision of grant aid to business, rather the adoption of a slogan on digital or existing marketing platforms.</b>  Consult widely, design and implement media based information based upon 'why Welsh matters to young people and families in 2014'</p>						

			Commission and deliver 5 innovative Why Welsh? sessions over the course of an year in all secondary schools and FE to address linguistic inertia among young people, concentrating upon the importance of diversity in society and economy, and of bilingualism in personal and career development, again set in an EU wide context where bi and trilingualism is the norm						
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**Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains**

NEED Lack of supply chain processing capacity in food	SO9 Increase the opportunities for start up entrepreneurship and added value local supply and processing dynamics in the food sector.	Welsh Government Farming, Food & Countryside: Building a secure future - A new strategy for farming  Rural Development Plan for Wales and the EU Rural Policy Overview  Food and drink action plan	Audit the seasonal supply of livestock across Gwynedd and Ynys Mon in a typical year (C), to include:- a. establishing a cross county community of advocates to pursue this important agenda. b. Commission expertise to assess the feasibility of an achievable business model for slaughtering or processing of red meat c. We will research the feasibility, availability, viability and farmer appetite for a mobile slaughtering facility. We will NOT be buying a mobile facility.	Gorau Môn Workshop  Pilot Fish Market  Branding & Marketing the food group	<b>THEME 2 OUTPUTS</b>	<b>VALUE</b>	Cooperation Welsh Language. Social exclusion          Sustainable Development Via growth in local food produce Tackling Poverty	<b>MM Staff</b> Communities of interest comprised of:- National Farmers Union Farmers Union of Wales IOACC Destination Anglesey Partnership Board Anglesey Tourism Assoc IOACC Planning Anglesey Food Group Restauranteurs and hoteliers Local and Volunteer expertise. Procured expertise Youth groups and organisations Business Wales Federation of Small Businesses	Yrs 1 - 6
					Number of jobs created through supported projects				
					Number of feasibility studies				
					Number of networks established	2			
					Number of jobs safeguarded through supported projects	3			
					Number of pilot activities undertaken/supported	2			
					Number of community hubs	11			
					Number of information dissemination actions/promotional and/or marketing activities to raise awareness of LDS and/or its projects	1			
					Number of stakeholders engaged	22			
					Number of participants supported	34			
	35								
OPPORTUNITY Food identity and food as an elevator of economic development retains a strong opportunity set in Ynys Mon. converting a green clean landscape into speciality and high value food			Working with the Anglesey Food Group, coordinate a series of bespoke workshops to identify new speciality markets, and commission and research demand gaps in local supply chains. This means undertaking research into food innovations. With LAG approval we may commission the Food Centre at Llangefni to come up with prototype food products for piloting. We will NOT						

<p>products with a widely known environmental USP</p>	<p><b>SO10</b> Drive up the artisan food agenda in Anglesey, linking particularly to adding value to primary produce and speciality foods</p>		<p>COMMERCIALISE. The recipes will be available to all, for others to invest in and commercialise. The benefit is to the island's economy through more new and innovative food products</p>						
<p><b>NEED</b> To increase the number, volume and extent of products from Ynys Mon with enterprise and employment potential</p>	<p><b>SO11</b> Drive forth the development of products which add value to Ynys Mon's economy, diversify its product range and provide reach into extended markets</p>	<p>Welsh Government Entrepreneurship Action Plan  Rural Development Plan for Wales and the EU Rural Policy Overview</p>	<p>Coordinate, design and commission 10 bespoke workshops with selected creative communities of interest to identify new products with market potential (non food)  Commission the design, pre commercial production and market testing of the 10 new products  Transfer the products to the market via appropriate channels through capable existing businesses or startups. Post commercial exploitation will be a matter for the individual aspirant and other provisions within the RDP and / or ESIs such as Business Wales provisions</p>				<p>Cooperation Welsh Language. Social exclusion Tackling poverty via inclusion of disadvantaged young people and young disabled people in particular</p>	<p><b>MM Staff</b> Communities of interest comprised of:- Anglesey based businesses in advanced product sectors Anglesey Science Park Anglesey Innovators FSB Anglesey Accountancy firms Local and Volunteer expertise. Procured expertise Youth groups and organisations Business Wales Federation of</p>	<p>Yrs 1 - 6</p>

								Small Businesses Retired business people		
NEED To provide young people from Ynys Mon with opportunities for career development in the county economy.	<b>SO12</b> Provide employment opportunities for high achieving young people in their home county	Welsh Government Entrepreneurship Action Plan  Children and Young people Policy 2014  Rural Development Plan for Wales and the EU	Establish an internship programme for 10 young people from Ynys Mon leaving university who have not secured a job. Selection criteria to apply  Establish an Undergraduate internship programme to run annually for 10 selected undergraduates. Selection criteria to apply					Cooperation Welsh Language. Social exclusion Tackling poverty via entrepreneurship for young underrepresented groups And older people	<b>MM Staff</b> Communities of interest comprised of:- Anglesey based businesses in advanced product sectors Anglesey Science Park Anglesey Innovators FSB Anglesey Accountancy firms Local and Volunteer expertise. Procured expertise Youth groups and organisations Business Wales Federation of Small Businesses Retired business people	Yrs 1 - 6
NEED Raise the aspirations of disaffected young people and help young people into worthwhile activity	<b>SO13</b> Provide an opportunity for young people to have access to equipment which facilitates creativity and entrepreneurship	Rural Policy Overview  Welsh Government Building resilient communities:	Establish 1 island wide entrepreneurship club for disaffected and workless young people with access to existing Fabrication Laboratory and workshops  Appoint 3 volunteer business mentors to work with young people in all activities in this section, both as mentors for high achieving graduates and for disaffected young people. Mentors will assist in linking young people on the project to mainstream employment							
NEED To expand and extend the narrow market reach of local businesses, and their capacity to compete at higher value levels and markets	<b>SO14</b> Co-ordinate local businesses consortiums to access assistance and engage more successfully with formal procurement procedures	Anglesey Single Integrated Plan  Energy Island Programme  Welsh Government Policy statement for future skills	Assess current and future tendering opportunities and sector deficiencies. Establish community of interest with buyer representatives and small business group representatives. Identify 5 areas for pilot activity in cooperation and compliance, to include:- a. Co-ordinate dissemination events on findings b. Implement three					Cooperation Welsh Language. Social exclusion	<b>MM Staff</b> Communities of interest comprised of:- Anglesey based businesses in advanced product sectors Anglesey Science Park Anglesey Innovators FSB Anglesey Accountancy	Yrs 1 - 6

<p>OPPORTUNITY</p> <p>In relevant sectors in areas where economies of scale are barriers to advancement, business partnerships can be engines for innovation</p>			<p>cooperative ventures to undertake compliance regulations, to include:-</p> <p>c. Construction micro businesses; civil engineering small businesses; electrical sector</p> <p>Assess and assist compliance profiles of 20 local businesses</p>					<p>firms</p> <p>Local and Volunteer expertise.</p> <p>Procured expertise</p> <p>Youth groups and organisations</p> <p>Business Wales Federation of Small Businesses</p> <p>Retired business people</p>	
	<p><b>SO15</b></p> <p>Facilitate new or innovative community and/or business partnerships that create new product development opportunities</p>		<p>Assess and assist cost reductions in 3 local supply chains through innovative partnering in eg distribution, common purchasing</p> <p>Assemble appropriate communities of interest in land based, technology, engineering and other relevant sectors to design, proof and implement 3 new pilot innovations to include eg:-</p> <p>a. Knowledge transfer factors</p> <p>b. Joint purchasing of processing capacity</p> <p>c. Productivity pilots</p>						
	<p><b>SO16</b></p> <p>Exploit growth in the digital sector as a cross cutting driver of economic growth</p>		<p>Digital Cross Sector</p> <p>Establish 'digital communities of interest' within the tourism, town centre business and rural business sectors to raise awareness of digital opportunities in mobile technology. Commission 2 innovations in this sector where business and community interactivity combine to produce wider economic benefit.</p> <p>Design sector</p> <p>Establish a design community of interest challenged to</p>						

			create 2 iconic designs which can generate high value demand and create new market share.						
OPPORTUNITY	<b>SO17</b> Exploit the City of Learning deeper into its local catchment in Anglesey, in tandem with the emerging Science Park		Assess 5 research products not yet market tested from the university Review the prototyping / or suitability of the product for market Assess marketability of the products Identify local business to provide midwifery of products to market. Support initial market proofing of 5 products Transfer 5 products to business 'midwives' if marketable Disseminate experience and result of the project				Cooperation Welsh Language. Social exclusion	<b>MM Staff</b> Communities of interest comprised of:- Bangor University Anglesey based businesses in advanced product sectors Anglesey Science Park Anglesey Innovators Anglesey Accountancy firms IOACC Economic Development Procured expertise Youth groups and organisations Business Wales Federation of Small Businesses Retired business people	Yrs 1 - 6

**Theme 3: Exploring new ways of providing non-statutory local services**

NEED	<b>SO18</b> To implement a community based rural transport initiative	Welsh Government Building resilient communities: Children and Young people Policy 2014 Rural	To establish at least 1 working rural transport pilot, to include:- a. An assessment of existing literature produced via YMCC over the past five years b. To assess, identify, engage and verify an		<b>THEME 3 OUTPUTS</b>	<b>VALUE</b>	Cooperation Welsh Language. Social exclusion Sustainable Development	<b>MM Staff</b> Medrwn Mon Community Councils IOACC Social Services Voluntary sector groups Procured expertise	Yrs 1 - 6
Rural transport innovations based on market town linkages / coast to inland links – improve the capacity of people in need					Number of jobs created through supported projects				
					Number of feasibility studies				
					Number of networks established	2			
					Number of jobs safeguarded through supported projects	1			
					Number of pilot activities undertaken/supported	0			
					Number of community hubs	8			

to access markets and services		Development Plan for Wales and the EU Rural Policy Overview  Anglesey Single Integrated Plan	unmet transport demand route which can be addressed via innovative pilot models eg community owned (), and operated Electric Mini Bus driven by volunteers working in rota.  c. Hire of an electric vehicle for a pilot period will be appropriate to LEADER ethos and by far the preferred method. d. If pilot successful, vehicle may be purchased with non LEADER grant fund		Number of information dissemination actions/promotional and/or marketing activities to raise awareness of LDS and/or its projects	5		Youth groups and organisations	
					Number of stakeholders engaged	13			
					Number of participants supported	21			
						20			
<b>NEED</b> Poor access to personal development services for inhabitants living in deeper rural settlements	<b>SO19</b> The need to pilot and develop new community based models of service delivery using time limited methodologies with a view to roll out. Specifically to address CCT criteria re under represented and excluded groups, and particularly to address Tackling poverty aims re child care services, financial inclusion, digital inclusion, skills development etc.	Welsh Government Building resilient communities:  Children and Young people Policy 2014  Rural Development Plan for Wales and the EU Rural Policy Overview  Welsh Government Tackling Poverty Action Plan  Anglesey Single Integrated Plan WG Youth engagement and progression document	<b>Demand side</b> Assess substantial literature and breadth of toolkits produced Assess and research the greatest or most urgent service needs in terms of demand and their locations Assemble relevant and appropriate communities of interest (to include service users and statutory authority representatives) to produce agreed new models for piloted delivery Commission business modelling to assess the viability of the agreed service models. Implement 3 timetabled pilots which address service deficiencies in 3 communities <b>Supply side</b> Undertake, record and disseminate a directory of local aspirations for service demands, of local appetite to deliver these services, and of local capacity to deliver the aspirations in 3 targeted deep rural areas, to include;-	Mon SAR			Cooperation Welsh Language. Social exclusion Tackling Poverty see text in SO19 and 20	<b>MM Staff</b> Medrwn Mon Community Councils IOACC Economic Development IOACC Social Services Voluntary sector groups Service user representatives Procured expertise Youth groups and organisations	Yrs 1 - 6

	<p><b>SO20</b> Improve the use of community hubs as service delivery mechanisms Specifically to address CCT criteria re under represented and excluded groups, and particularly to address Tackling poverty aims re child care services, financial inclusion, digital inclusion, skills development etc.</p>	<p>Procurement and the third sector</p>	<p>Facilitate 5 community debates in deep rural areas with existing local service providers to investigate integration, expansion and improvement of existing services, with a view to:</p> <ul style="list-style-type: none"> <li>a. Establish two new community service hub pilots</li> <li>b. Commission 3 integrated deep rural delivery innovations targeted at:- <ul style="list-style-type: none"> <li>i. Self help support for rural lone parents</li> <li>ii. Support group innovations for deep rural unemployed</li> </ul> </li> </ul>					
<p>OPPORTUNITY Service transfer opportunities from local authority to third sector</p>	<p><b>SO21</b> Mitigate the effects of service cutbacks through intelligent transfer piloting</p>	<p>Welsh Government Building resilient communities:  Anglesey Single Integrated Plan</p>	<p>Cooperate with Anglesey Council to assess matches in third sector provision and transferable services eg tourism information; leisure services. Commission intensive business modelling and viability proofing, to include CAPEX and OPEX tolerances. Select 3 transfer scenarios with good prospects of viability. Facilitate negotiations between interested potential transferees and transferor. Commission transferors for time limited trial period prior to formal transfer in order to raise confidence in all parties Record and publish the process undertaken and the rationale for selected transfers</p>			<p>Cooperation Welsh Language. Social exclusion</p>	<p><b>MM Staff</b> Medrwn Mon Community Councils IOACC Economic Development IOACC Social Services Voluntary sector groups Service user representatives Procured expertise Youth groups and organisations</p>	<p>Yrs 1 - 6</p>

**Theme 4: Renewable energy at Community level**

OPPORTUNITY Embracing the future of energy supply and demand at community level for the benefit of communities	SO22 Make substantial inroads into inhabitants understanding of the Carbon agenda, their role and participation in it, and the incremental development of their ownership of it.	EU / UK / Welsh Government Carbon Reduction targets Renewable Energy Policies Action plans Energy Efficiency Policies and Action Plans WG Fuel Poverty strategy	Establish a renewable energy one-stop shop in Llangefni to share knowledge on energy efficiencies, local renewable energy production and the local use of renewable energy.  Engage with all communities to seek and appoint 10 Energy Champions across the county. Work with Energy champions to draw together renewable energy aspirations in a coherent programme of meaningful and tangible benefits for communities and businesses to include:-  <b>Demand Side Actions</b> Undertake and implement 3 X community Carbon reduction campaigns, utilising monitoring and efficiency technology, behaviour change and community energy production as tools to reduce community carbon footprints. This work will include:- <ul style="list-style-type: none"> <li>Engage, assess and select 3 beneficiary communities for 20% Carbon footprint reductions by 2020</li> <li>Procure and support locally produced consumption monitoring technology in participating homes and businesses</li> <li>Undertake simple behaviour change activities re energy use</li> <li>Negotiate with equipment and materials suppliers to offer discounted energy saving devices to local</li> </ul>	Cynefin ESOS	<b>THEME 4 OUTPUTS</b>	<b>VALUE</b>	Cooperation Welsh Language. Social exclusion Tackling Poverty	<b>MM Staff</b> Energy Island personnel and partnerships Ynys Ynni Cymunedol (Anglesey Community Energy) Community Councils Procured expertise Youth groups and organisations Local and Volunteer expertise. Energy Savings Trust Carbon Trust Community representatives	Yrs 1 - 6
					Number of jobs created through supported projects				
					Number of feasibility studies				
					Number of networks established	1			
					Number of jobs safeguarded through supported projects	2			
						1			
					Number of pilot activities undertaken/supported				
					Number of community hubs	6			
						1			
					Number of information dissemination actions/promotional and/or marketing activities to raise awareness of LDS and/or its projects				
Number of stakeholders engaged	12								
Number of participants supported	16								
	15								

			<p>communities</p> <ul style="list-style-type: none"> <li>Assess viability of one community or business group aggregation project</li> <li>Run 10 Seminars for commercial energy saving and exploring aggregation viabilities for sale to DNO</li> </ul> <p><b>Supply Side Actions</b>  Progress the programme of Ynys Ynni Cymunedol – a Community of Interest assembled for LEADER purposes, to include:-</p> <ol style="list-style-type: none"> <li>Assess all current community energy projects in development and seek to catalyse their progress through barriers</li> <li>Promote benefits of private land owners renting land for community renewable energy production.</li> </ol>					
NEED To utilise renewable resources to secure energy and income benefits for businesses and communities	SO23 Exploit kiln dried timber added value options	EU / UK / Welsh Government Carbon Reduction targets Renewable Energy Policies Action plans Energy Efficiency Policies and Action Plans WG Fuel Poverty strategy	Research existing solid fuel supply dynamics. Assess 3 innovations to develop added value timber markets. From the start work with Wood Fuel Wales to access advice and consult then existing knowledge base they possess. For post commercial refer parties interested in exploitation to Advisory Services and / or Business Wales			Cooperation Welsh Language. Social exclusion	MM Staff Energy Island personnel and partnerships Ynys Ynni Cymunedol (Anglesey Community Energy) Community Councils Procured expertise Youth groups and organisations Local and Volunteer expertise. Energy Savings Trust Carbon Trust	Yrs 1 - 6
	SO24 Promote renewable energy for local use in Anglesey businesses		Assess and assist establishment of two community based energy projects for local use in Ynys Mon. LEADER will fund research assessments and modelling. It will refer on to YNNI'R FRO or other					

			<p>mainstream provision for progression. Much work has been done hitherto bringing together the Anglesey Community Energy group</p> <p>Work with businesses and suppliers to implement 10 solar trials within Anglesey industrial estates, this for the purpose of gauging the likely savings which businesses can make. LEADER will not install the equipment, rather it will be an instrument hired in to assess the solar productivity of an area so that economic benefits can be modelled.</p>					Community representatives	
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**Theme 5: Exploitation of digital technology**

<p><b>NEED</b> Target digital exclusion There is considerable inequitable access to services in rural areas. Without intervention, polarisation of service access and quality of delivery for people living in rural areas will continue.</p>	<p><b>SO25</b> Address not spot problems</p>	<p>Welsh Government Digital Wales Policy and Sectoral action plans</p> <p>Anglesey Single Integrated Plan</p>	<p>NB the digital theme will play a strong cross sectoral role in many of the activities described in this document. These linked activities are marked with a (D)</p> <p>Assess current public broadband provision in rural Ynys Môn</p> <p>Select and trial 3 innovative responses to not spots – specifically for the digitally excluded. There will remain areas without provision which are very localised and may be addressable via community share funding. LEADER may undertake optioneering, proofing and costing. <b>It will not pay for the provision.</b></p>	<p>Agewell Hwyllog Môn</p>	<p><b>THEME 5 OUTPUTS</b></p>		<p><b>VALUE</b></p>	<p>Cooperation Welsh Language. Social exclusion Tackling Poverty</p>	<p><b>MM Staff</b> BT Openreach and other providers Medrwn Môn Community Councils IOACC Economic Development IOACC Social Services Voluntary sector groups Service user representatives Procured expertise Agewell and older generation organisations All underrepresented and disadvantaged groups of people suffering digital exclusion</p>	<p>Yrs 1 - 6</p>
					Number of jobs created through supported projects					
					Number of feasibility studies					
					Number of networks established	1				
					Number of jobs safeguarded through supported projects	1				
					Number of pilot activities undertaken/supported	0				
					Number of community hubs	7				
					Number of information dissemination actions/promotional and/or marketing activities to raise awareness of LDS and/or its projects	1				
					Number of stakeholders engaged	15				
					Number of participants supported	33				
	21									

	to reach Directly targeted at the Tackling Poverty CCT – see LDS p 75		discount and provide financial assistance in proven hardship  Design and implement 3 modules of bilingual instruction in accessing services over the internet; combating loneliness and communicating with networks of interest						
OPPORTUNITY Turn the affinity of young people for digital technology into economic benefit for seed enterprise	<b>SO27</b> Create a digital academy mindset in Ynys Mon with the most able young people in order to develop digital entrepreneurs	Welsh Government Digital Wales Policy and Sectoral action plans  Anglesey Single Integrated Plan	Administer annual Apprentis scheme for 15 undergraduates per annum in IT capable young people Establish an Anglesey Geeks academy to teach object orientated programming to young people of all ages who show particular proficiency in the field of digital development				Cooperation Welsh Language. Social exclusion Particularly disabled young people Sustainable development by promoting ICT with highest energy ratings, source equipment from reuse	<b>MM Staff</b> Communities of interest comprised of:- Anglesey based businesses in advanced product sectors Anglesey Science Park Anglesey Innovators FSB Anglesey Accountancy firms Local and Volunteer expertise. Procured expertise Youth groups and organisations Business Wales Federation of Small Businesses Retired business people	Yrs 1 - 6
OPPORTUNITY Take full advantage of superfast broadband exploitation, for both businesses and	<b>SO28</b> Extend mainstream provisions into deep rural and areas through proactive programming. Emphasis on land based	Welsh Government Digital Wales Policy and Sectoral action plans  Anglesey Single Integrated Plan	Facilitate a biennial campaign to highlight opportunities for local businesses with SFBB Coordinate 30 one to one meetings with specialist ICT experts to benefit 15 businesses and 15 community groups				Cooperation Welsh Language. Social exclusion	<b>MM Staff</b> Procured expertise	Yrs 1 - 6

communities	businesses								
OPPORTUNITY Develop use and promotion of the Welsh language as an attractant and economic resource in digital technology	<b>SO29</b> To bring Ynys Mon to the forefront of Welsh medium digital developments	Welsh Government Digital Wales Policy and Sectoral action plans  Anglesey Single Integrated Plan	Pilot 3 new pre-commercial products that link the Welsh language with digital technology i.e. apps, software. Assist 10 businesses and community groups to integrate Welsh iconography into their digital presence via websites / social media Research and implement innovative translation facilities using mobile technology Trial 3 innovative translation facility ideas. Pilot projects that specifically aim to bring Welsh learners and speakers together.				Cooperation Welsh Language. Social exclusion	<b>MM Staff</b> Communities of interest comprised of:- Anglesey based businesses in advanced product sectors Anglesey Science Park Anglesey Innovators FSB Anglesey Accountancy firms Local and Volunteer expertise. Procured expertise Youth groups and organisations Business Wales Federation of Small Businesses Retired business people	Yrs 1 - 6

**Co operation**

SO4 Generate greater participation and exploitation of off season tourism markets by new and existing businesses working in conjunction with communities of interest	Assemble 2 relevant area based communities of business and local knowledge interest to co design and co implement 2 new off season tourism products on the island, to include a range of activities eg e. Mabinogion / Arthurian / Tywysogion sites extensive and profuse in these areas. f. 'Christmas on Anglesey' experience g. Winter birds week		Number of feasibility studies	1		
			Number of networks established	4		
			Number of jobs safeguarded through supported projects	0		
			Number of pilot activities undertaken/supported	4		
			Number of community hubs	0		
			Number of information dissemination actions/promotional and/or marketing activities to raise awareness of LDS and/or its projects	8		
			Number of stakeholders engaged	15		
			Number of participants supported	8		
			Number of operations	4		
			Number of LAGs involved in the Co-operation	7		
	Number of Inter-Territorial Co-operation (ITC)	4				

			h. Gate to plate tours		projects				
					Number of Trans-National Co-operation (TNC) projects	1			
	<b>S05</b> Increase engagement, participation and benefit to tourism businesses by adding value to existing digital application provisions		Introduce 2 new or improve existing app provision in order to capitalise on interactivity to increase on and off season business participation in real time in order to eg submit discounting in bad weather to drive up sales						
	<b>S06</b> Increase the number of businesses utilising the Sense of Place toolkit on the island		Work with 5 businesses to fully demonstrate the sales benefits of full utilisation of the sense of place toolkit <b>This will not entail provision of grant aid to business, rather the adoption of the sense of place toolkit (available to all).</b>						
	<b>S07</b> To elevate the harnessing of Welsh as an USP rooted in the region – to set the language in its European, Celtic and local context by deepening appreciation and knowledge of its wider significance in European heritage and Celtic persistence.		Establish projects which give the Welsh language a prominent presence in conveying identity in the tourism economy, to include using Welsh as a marketable commodity:- Establish a Welsh identity innovation community or group to steer:- d. 4 tangible means of exploiting cultural and linguistic heritage eg learning Welsh words when visiting attractions e. 2 unique products which help 'sell' the European history of the Welsh language f. 2 unique products which set the Welsh language in its Celtic foothold eg a Celtic surname equivalence						

			directory eg Gwyn = Quinn; Bowen = McGowan						
	<b>SO10</b> Drive up the artisan food agenda in Anglesey, linking particularly to adding value to primary produce and speciality foods		Engage extensively with farmers wives and women and under represented people in market towns from which to draw new artisan food producers.  Commission 3 new and innovative food products for pre commercial trialling  Post commercial exploitation will be a matter for the individual aspirant and other provisions within the RDP and / or ESIs such as Business Wales provisions						
	<b>SO12</b> Provide employment opportunities for high achieving young people in their home county		Establish an internship programme for 10 young people from Ynys Mon leaving university who have not secured a job. Selection criteria to apply  Establish an Undergraduate internship programme to run annually for 10 selected undergraduates. Selection criteria to apply						
	<b>SO15</b> Facilitate new or innovative community and/or business partnerships that create new product development opportunities		Assess and assist cost reductions in 3 local supply chains through innovative partnering in eg distribution, common purchasing  Assemble appropriate communities of interest in land based, technology, engineering and other relevant sectors to design, proof and implement 3 new pilot innovations to include						

			eg:- d. Knowledge transfer factors e. Joint purchasing of processing capacity f. Productivity pilots					
	<b>SO17</b> Exploit the City of Learning deeper into its local catchment in Anglesey, in tandem with the emerging Science Park		Assess 5 research products not yet market tested from the university Review the prototyping / or suitability of the product for market Assess marketability of the products Identify local business to provide midwifery of products to market. Support initial market proofing of 5 products Transfer 5 products to business 'midwives' if marketable Disseminate experience and result of the project					
	<b>SO20</b> Improve the use of community hubs as service delivery mechanisms Specifically to address CCT criteria re under represented and excluded groups, and particularly to address Tackling poverty aims re child care services, financial inclusion, digital inclusion, skills development etc.		Facilitate 5 community debates in deep rural areas with existing local service providers to investigate integration, expansion and improvement of existing services, with a view to: c. Establish two new community service hub pilots d. Commission 3 integrated deep rural delivery innovations targeted at:- iii. Self help support for rural lone parents iv. Support group innovations for deep rural unemployed					
	<b>SO22</b>		Engage with all communities					

	<p>Make substantial inroads into inhabitants understanding of the Carbon agenda, their role and participation in it, and the incremental development of their ownership of it.</p>		<p>to seek and appoint 10 Energy Champions across the county.  Work with Energy champions to draw together renewable energy aspirations in a coherent programme of meaningful and tangible benefits for communities and businesses to include:-</p> <p><b>Demand Side Actions</b>  Undertake and implement 3 X community Carbon reduction campaigns, utilising monitoring and efficiency technology, behaviour change and community energy production as tools to reduce community carbon footprints. This work will include:-</p> <ul style="list-style-type: none"> <li>• Engage, assess and select 3 beneficiary communities for 20% Carbon footprint reductions by 2020</li> <li>• Procure and support locally produced consumption monitoring technology in participating homes and businesses</li> <li>• Undertake simple behaviour change activities re energy use</li> <li>• Negotiate with equipment and materials suppliers to offer discounted energy saving devices to local communities</li> <li>• Assess viability of one community or business group aggregation project</li> <li>• Run 10 Seminars for commercial energy saving and exploring aggregation viabilities for sale to DNO</li> </ul>						
	<p><b>SO27</b>  Create a digital</p>		<p>Administer annual Apprentis scheme for 15</p>						

