



# Rural Development Programme for England

## Local Delivery in Norfolk & Suffolk



December 2010

***The LAGs have now committed £2.4 million to over forty projects which is excellent news. The RDPE team at Easton College would like to thank all applicants, LAG members and those involved in the development and promotion of the programme for your hard work and commitment and wish you a very Merry Christmas and a prosperous new year.***

### Norfolk Coast & Broads LAG funding helps boost visitors to North Norfolk Food Festival

The 2010 North Norfolk Food & Drink Festival, the first of what is hoped will become an annual event, was opened by Viscount Coke on Saturday 4<sup>th</sup> September. The Festival, organised by the North Norfolk Business Forum's Agriculture Round Table, took place in the historic courtyard at Holkham Hall near Wells-next-the-Sea by kind permission of Viscount Coke.

Ian Doughty, Chairman of NNBF comments: "This Festival, a celebration of the area's prodigious range of locally-produced food and drink hitherto never witnessed in one location".

"Besides the 42 independent exhibitors, many of whom provided samples of their produce, there was a full programme of entertainment in the Food Theatre. Over the two days, 10 of the region's top chefs provided mouth-watering tastings."

"Over 5,000 North Norfolk residents and visitors to the area took the opportunity to see for themselves what bounty our local food and drink industry has to offer."

Nigel Tomkins (PR Consultant) for the festival commented "we received £15,411 of funding through the Norfolk Coast and Broads RDPE which without we would have been unable to put the festival on. The success of this funding application is attributed to the hard work of Richard Rampton of NRBAS. We will be seeking further support for an enhanced event in 2011".



**If you have a project idea that you think that may be eligible for funding, do please visit our website [www.ruralhub.info/lag](http://www.ruralhub.info/lag), where you will find details about how to apply.**

### What it means to be a LAG Chair

**Andrew Alston : Norfolk Coast & Broads LAG Chair**

"I've been Chairman of Norfolk Coast & Broads LAG for two years. We started lobbying for these grants some four years ago and its very satisfying to see projects coming through the system and being completed. I've seen Carol (and Carolyn), Lindsey and Bonnie grow into their roles to create the very professional team we now have in place. The most interesting aspect is the different ways the Private and Public sectors involved go about their roles and as time goes on each is learning to work with the other and creating a strong LAG.



The Private sector have been slow to come forward with concepts and business cases and now we are half way through the programme, there is a drive to meet our targets by February. The poor weather for the last two months has not only delayed building projects and grant claims but also the time available for Private sector management to complete business cases. This must be very frustrating for the staff based at Easton College and Martineau Lane, but I'm sure that everybody is focused on the tasks ahead that we will meet our targets in the New Year.

Wishing everybody involved in LEADER a Merry Christmas and a Happy New Year."



## Boudicca Way

The Boudicca Way Project was one of the first to receive funding from the Waveney LAG during Summer 2010. The project will reinvigorate the long distance footpath running between Diss and Norwich and market the surrounding area as a place to enjoy and spend some time.

A collaborative partnership of local businesses will also be established along the route to work together in promoting the Boudicca Way as a genuine option for the visitor to the Waveney Valley seeking a quality experience in our rural countryside.



The project is being led Steve Falvey who, along with his wife Meryl, owns The Old Bakery Bed and Breakfast in Pulham Market. Speaking about the funding application process Steve said "This was the first time I'd applied for a grant and I expected the whole process to be somewhat daunting but it really wasn't. The advice and support we received from the LAG Facilitator, Paul Mace, has been invaluable throughout the process."

Speaking about the LAG funding process as a whole Steve said "I'm sure there are loads of small businesses owners like us who would never dream that they can apply for funding to help deliver project with a wider benefit to the local community and economy. The great thing about LAG funding is that it is aimed at making funding available at grass roots level. The panel of people who make decisions about funding applications are all local, give their time for free and have a shared passion for improving the Waveney Valley. Its in their interest to find applicants with good ideas and a passion to make sure any funding delivers real benefit. I'd definitely encourage anyone with an idea which fits with the LAG objectives to get in touch with Paul and have a discussion."



**For further details on how you can apply for funding please visit our website: [www.ruralhub.info/lag](http://www.ruralhub.info/lag).**

## RDPE Facilitators in Norfolk & Suffolk



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**Wishing you a Merry Christmas & Happy New Year  
Best Wishes for 2011**

**From the RDPE team  
Bonnie, Lindsey, Steve, Carol and Paul**



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