



Rural Development Programme for England

Local Delivery in Norfolk & Suffolk

January 2011

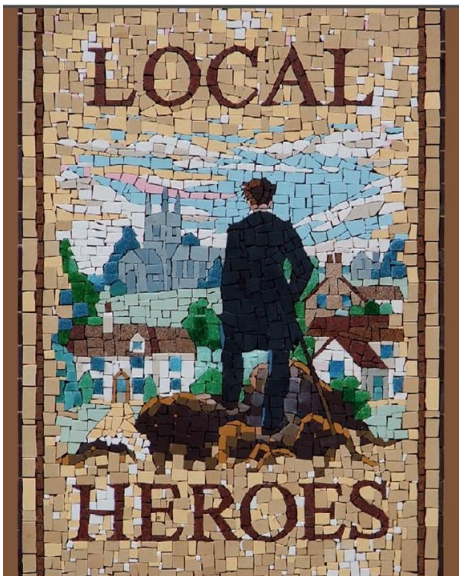
The RDPE team would like to take the opportunity to thank all LAG members for their commitment to the programme over the last few years. The project is really taking off with more and more projects being approved every month.

We are extremely grateful to our six Chairs and Vice Chairs who all play a central role in acting as ambassadors for the programme. All were unanimously nominated to serve in their positions for the next year and we look forward to working with them during this time.

We wish you all a happy and prosperous New Year.

Funding assists Market Town Revival

Waveney Valley LAG



Traders in the Norfolk market town of Harleston are receiving an “enthusiasm injection” as part of the RDPE funded project “Local Heroes” aimed at boosting business and tourism.

The initiative which has secured £27,000 of RDPE funding was commissioned by Harleston Town Council and involves running a series of free seminars over the next six months with the aim to keep visitors in Harleston for longer; providing a much needed boost to the local economy.

Shopkeepers in Harleston are being recruited as ambassadors for their town during the scheme which offers a series of free courses. These began in October 2010 and include seminars on local art, the Norfolk dialect, local heritage and history, marketing, customer service, map reading and visitor direction. The courses will arm participants with the skills and local knowledge to fully satisfy visitor needs, resulting in a better visitor experience.

Town Clerk and joint project manager, Margot Harbour “The RDPE has funded a very worthwhile programme of activity. We have direct evidence to show that local supply chains have been strengthened and with each

week of activity more and more people have become involved with the project. At the start of Local Heroes we estimated that fifteen people would attend each training seminar – we have been delighted to see numbers reach 45 for the last seminar and we have yet to see them dip below 20. Local publicity has been exceptional; we have had the support of the local media which has helped spread the word.”

More details on this project and the benefits it offers to the local economy can be found by downloading the [Local Heroes Brochure](#).



If you think have a project idea that you feel could improve the vibrancy of your market town, please visit our website www.ruralhub.info/lag, where you will find details on how to apply.





Improved irrigation system helps farm save time and money

Charles Bracey of WJ Bracey Ltd. Norfolk Coast and Broads LAG

The original irrigation system was installed in 1986; a remotely located diesel powered wellpoint system, difficult to access and extremely labour intensive. Over time ochre had clogged the slots in the wellpoint tubes making it difficult to achieve the correct hourly abstraction rate.

Following discussions with the Environmental Agency WJ Bracey Ltd were granted consent to drill a new borehole in the farm yard, which has easy access and a three phase electricity supply.

Applicant Charles Bracey "the grant application process was not too difficult: firstly a six page pre application form, after this was approved a full fifteen page application form was completed with the help of Carol Allen from Easton College, who revised it until we had a highly polished application. All capital elements of the project were grant aided, however statutory requirements are not eligible. In our case this was a test pump and an environmental impact assessment. The application form was submitted in December 2009 and the funding was received in November 2009 after submitting a reasonably simple claim form.

Without the grant we would have improved the system simply through need keeping the spend to the absolute minimum to keep the system serviceable. The grant has enabled us to have an irrigation system fit for the 21st century: an energy efficient, variable speed pump (powered by electricity not diesel at 62p per litre); starting and stopping is pressure sensitive, saving time every move. "



For further details on how you can apply for funding please visit our website: www.ruralhub.info/lag

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