



Rural Development Programme for England

Local Delivery in Norfolk & Suffolk

October 2011

The shape of the RDPE team is changing, as we say goodbye to Bonnie Wood, Programme Manager and Lindsey Tyas, Programme Administrator. Both are going off to pastures new, and we say a big thank you to them for their support and enthusiasm over the past two years.

Debbie Brown will be joining from Landskills East as the Programme Co-ordinator, and will be the central point of contact for the programme. Debbie will be providing administrative support for the three Local Action Groups and will help the two facilitators with the co-ordinator of project submissions and appraisals.



Annual LAG Review

During September all three local action groups in Norfolk and Suffolk joined forces for their annual review at Easton College to review the progress of the programme and plan for delivery over the final three years.

As well as discussing and shaping priorities for the future the event provided the opportunity to celebrate and showcase the success of funded projects. A generous spread of locally produced food and drink was supplied by supported projects across the areas and members had the chance to speak first hand with grant recipients. During the afternoon six grant beneficiaries from across the three areas were invited to speak to the LAGs, bringing their project to life and explaining first hand the difference that RDPE funding made to them.

Following the review; the RDPE team will complete the two year delivery plans and circulate to the LAGs for sign off during October, these will then submitted to Defra by the end of the month.

The RDPE team would like to take the opportunity to thank all attendees to the review for their input during the day. Particular thanks go to the following for supplying the food spread Metfield kitchen, Pennybun bakery, Breckland Orchard, Grain Brewery, Bircham Windmill Sheep's Cheese and Easton College and to all projects that gave presentations during the afternoon; JoC's Brewery, Cranswick Norfolk, Waveney Valley Gallery, Bracey Irrigation, Shorelands Conservation and Oxborough Fishing Lakes.

Achievements

- £14.3 million has been invested through the three programmes.
- Ninety projects have been approved for funding by LAGs up to the end of August 2011
- Grant value of £4.9 million attracting match funding of £9.4 million
- For every £1 of RDPE investment, there has been a further investment of approximately £2.
- Across all three programmes 236 jobs have been created and safeguarded.

Summary of LAG Commitments and Investments

	Brecks	Norfolk Coast & Broads	Waveney Valley	Total
Grant	£1,818,696	£1,754,939	£1,354,946	£4,928,581
Total Project	£6,818,710	£4,519,541	£3,017,689	£14,355,932
Intervention Rate	27%	£39%	45%	34%

The Rural Development Programme has passed the half way point of delivery, and to date has grant funded 90 projects to the tune of £4.9 million. A break-down of the achievements are listed above, but what changes have taken place as we enter the last two years of the programme?

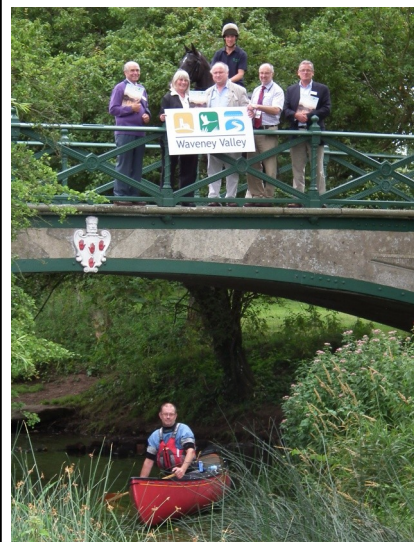
- The Brecks programme has been closed to new projects since budget cuts have left them with an adequate number of projects in the pipeline to take care of the remaining funds. It is expected these funds will be committed at the next LAG meeting, scheduled in the new year.
- Norfolk Coast and Broads LAG has decided to close to projects looking for funds over £100,000, in order to ensure the remaining budget is shared around as many projects as possible.
- Waveney Valley LAG has chosen to continue in the same way that it looks at projects but will monitor at each meeting the remaining funds and agree a strategy going forward at each meeting.

Waveney Valley launches its new Identity

Over a hundred attendees, including local dignitaries, businesses and councilors, gathered together in June at the Black Swan, Homersfield to celebrate the launch of the Waveney Valley Identity. With tourism and the local economy top of the agenda the project now aims to promote the Waveney Valley by enhancing links between market towns and encouraging tourists to extend their visits.

The development of the Identity, together with the proposed tourist signs and promotional material will also assist new local businesses and develop horse, bicycle and canoe trails enticing many more visitors to the Waveney Valley. The Waveney Valley LAG has been the lead on the three-year scheme and has worked with local authorities in Waveney, South Norfolk and Mid Suffolk to develop the logo as a way of re-branding the area.

It is hoped that the logo which represents various aspects of the Valley; the wildlife, the round churches and the river will be used widely as a stamp of identity by traders and tourist attractions. The new logo is available



to local businesses as a branding pack together with brand guidelines by contacting:

Pat Holtom and Louis de Bernieres (centre) launch the Waveney Valley logo .With (from left) Stuart Gemmill from Mid Suffolk, Martin Wilby from South Norfolk and Bruce Provan from Waveney (back) India Thompson—Waveney Valley Event Yard (river)



Brewery projects in Norfolk and Suffolk set for expansion as a result of RDPE Funding



Two micro enterprises in Norfolk and Suffolk are set for expansion as a result of the assistance that they have received through RDPE. JoC's Brewery and Norfolk Grain Brewery

JoC's Brewery, the operation run by Jo Coubrough; received funding for the capital installation and refit to establish a new brewery near Fakenham. Initially started by renting brewery space in South Norfolk, Jo applied for RDPE funding to purchase capital installation items to refit and establish a new brewery. The funding has allowed her to follow her passion and take full control of the business around her young family. With the additional new equipment she now has the capacity and capability to keep up with business demand and already has further plans for the future. The first batch of JoC's Ale is now available in bars across the Flying Kiwi Inns.



Norfolk Grain Brewery has just taken delivery of the new brew kit with the two new fermenting vessels and conditioning tanks now installed and one in use in the fermenting room. The brewing vessels which have already arrived are set to be installed after Christmas when production eases. All the equipment has been beautifully crafted in Burton-on-Trent, the home of the English Bitter.

A new batch of Waveney Valley beer, in celebration of the new brew kit is currently sitting in the new conditioning tank, ready for bottling in two weeks time.

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

Facilitator Contact Details

Norfolk Coast & Broads:

- Carol Allen - Tel: 01328 850 541 / 07760 751301

E: callen@easton-college.ac.uk

Waveney Valley:

Paul Mace - Tel: 01508 528 630 / 07733 889031

E: pmace@easton-college.ac.uk

The Brecks Rural Development Programme is now closed to new applications. For any enquiries please contact Programme Co-ordinator - Debbie Brown

Tel: 01603 748844 (option 3).

E: dbrown@easton-college.ac.uk

Please visit rdpenetwork.defra.gov.uk/funding-sources to find out about other funding opportunities available through RDPE.



RDPE Local Action Groups in Norfolk and north Suffolk are supported under the Rural Development Programme for England by Defra and the EU together with Norfolk County Council. The European Agricultural Fund for Rural Development; Europe investing in rural areas.

RDPE, The Rural Enterprise Hub, Easton College, Norwich, NR9 5DX - rdp@easton-college.ac.uk - Tel: 01603 748844