





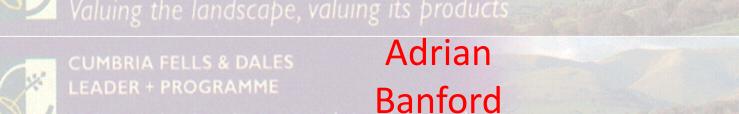




LEADER &

Valuing the la Sustainable Communities







Cumbria Fells and Dales LEADER Local

Action Group





What is LEADER



LEADERGENESIS

- LEADER I experimental / remote
- LEADERII hill areas / social/ environmental and Economic local action
- LEADER+ focused (AV,QoL,ICT,NC)
- RDPE LEADER 'Mainstream'
- Next LEADER Jobs and Growth

What LEADER Cumbria has done

- Invest in social and community business
- Support networks
- Add value to local produce
- Quality of life
- Best use of natural and cultural character

LEADER now & the Future

- Community planning
- Village Agents
- Farm Family approach
- Sense of place (ecomuse, terroir)
- Rural Growth network

Whole Valley planning

How & Why does LEADER work

- Animated
- Not just a bunch of projects integrated
- Leverage
- Addresses local needs, in priority.
- Uses local knowledge in decisions
- Buy in / local ownership
- Apolitical
- Flexibility
- More than the sum of the parts
- Trust



TRUST ME, I'M THE DOCTOR



CRITICAL FRIEND