



Reflections: Leader + Local Rural Economies

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Fieldfare



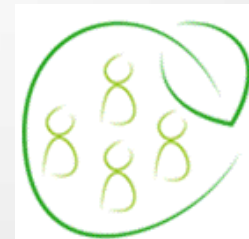
Participation

- **Fieldfare**

- Gareth: LAG since 2013 – Food & Drink lead
- Rita: Appraiser Fieldfare & 4 other LAGs

- **Previously**

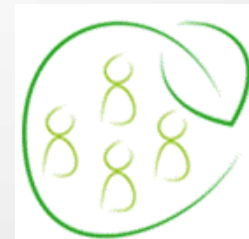
- Managing Agents for FARMA for 20 years (IPS)
- Publishers: Retail Farmer magazine
- Farm & More: training & networking
- Managing UK & EU grant programmes since 1995
- Making Local Food Work 2007-2012 (Lottery)



Leader 2014-20

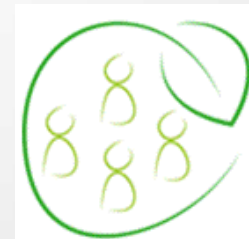
- **EARDF: England**

- Modulation Pillar 2
- Growth Fund (37 LEPs) & Leader (80 LAGs)
- Transition funding: Local Development Strategies 2014
- DEFRA/RPA Launch Oct 2015
- Loss of momentum: May elections, Referendum
- Leader constrained even more than LEPs
- Rush: pipeline to be contracted before Autumn Statement
- Stress: 1,000 withdrawn. 280 progressing



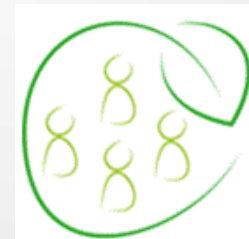
IMMERSION (of presenters)

- **Clients**
 - Farm diversification + food & drink base
 - 3-10 year development plans
 - Need to be fully aware of:
 - LEP calls
 - Leader calls
 - Over £1m of projects underway
- **Organisation**
 - Fieldfare LAG
 - Appraisals: many LAGs



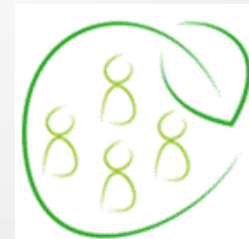
PROCESS

- Idea to Programme team
- Story & framework of costs/schedule
- (Workshop): Outline Application
- Eligibility/Fit: Proceed to Full Application (40 days)
- Ability to fund
- Business plan/cashflow
- Full accounts & projections
- Research
- 3 Quotes
- Strict format
- FA received
- Appraisal; QC by RPA
- LAG for award



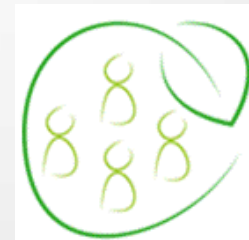
PREPARING AN APPLICATION

- Emotional journey
- Permissions
- Discipline
- Terminology / Beyond everyday
- Extracting data / information
- Research / Displacement
- Specifications : Quotes
- Applicant & mates
- Tight framework
- Appraiser's questions
- TIME!



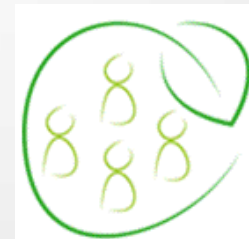
APPRAISER'S REVIEW

- 15 completed / 5 in process across 5 LAGs
- Need to get under the skin of the application. Not just process
- Those appraised to date have been principally land-based/SME/farming, being:-
 - Glamping
 - Adding value
 - Forestry
 - Dairy farming
 - Harvesting equipment
 - Tine drill for seed
 - Herb processing
 - Self-storage



CONCLUSIONS

- Small farms (10-90 ha)
- Passion: developing business
- Grant framework challenging
- Agents a mixed blessing
- Few applicants have real business plans
- Difficulty in addressing employment & growth
- LACK OF BUSINESS PLANNING DISCIPLINE



CONCLUSIONS

- Programme very capital, growth & jobs focused
- RPA: compliance focused
- Missing: animation, facilitation, training
- How will EARDF emerge from Treasury/DEFRA?
- **Need to do it differently!**

