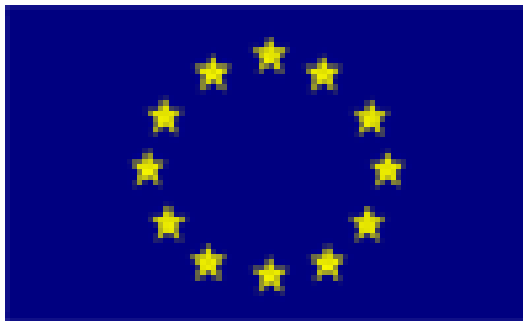


Axis 1 and the Leader Approach

Dr Dominic Rowland

Rural Development Programme for England, UK



The European Agricultural Fund for
Rural Development: Europe
investing in rural areas



Rural Development Programme for England (RDPE): Axis 1 and Axis 3



- Axis 1 focus: training and knowledge transfer, cooperation, adding value to products and improving production techniques. Around €143 million to be specifically targeted at livestock sector, to address the specific challenges livestock businesses face
- Axis 3 focus: diversification out of agriculture, sustainable tourism, development of rural micro-businesses; community development and quality of life
- Social and economic funding under axes 1 and 3 devolved to (sub) regional level to ensure that:
 - it's used effectively to meet regional priorities
 - it complements and builds upon other funding sources
- Delivery managed by the eight English Regional Development Agencies (RDAs)

RDPE – Leader approach

- RDAs manage delivery of Leader, working with other RDPE partners
- Groups selected at (sub) regional level
- Funding will come from Axes 1 and 3, with the focus on 3.
- Will deliver around €220m
- All regions now concluded first round of selection
- 61 Local Action Groups (LAGs) have been selected across the country
 - Finalising Local Development Strategies, translating LDSs into action plans, recruiting staff and building capacity in the LAGs
- Covering around 72, 500 km²
- Serving a population of around 6,900,000 people
- Under Leader +: 25 groups, covering 30,681 km² and serving 1,915,283 people

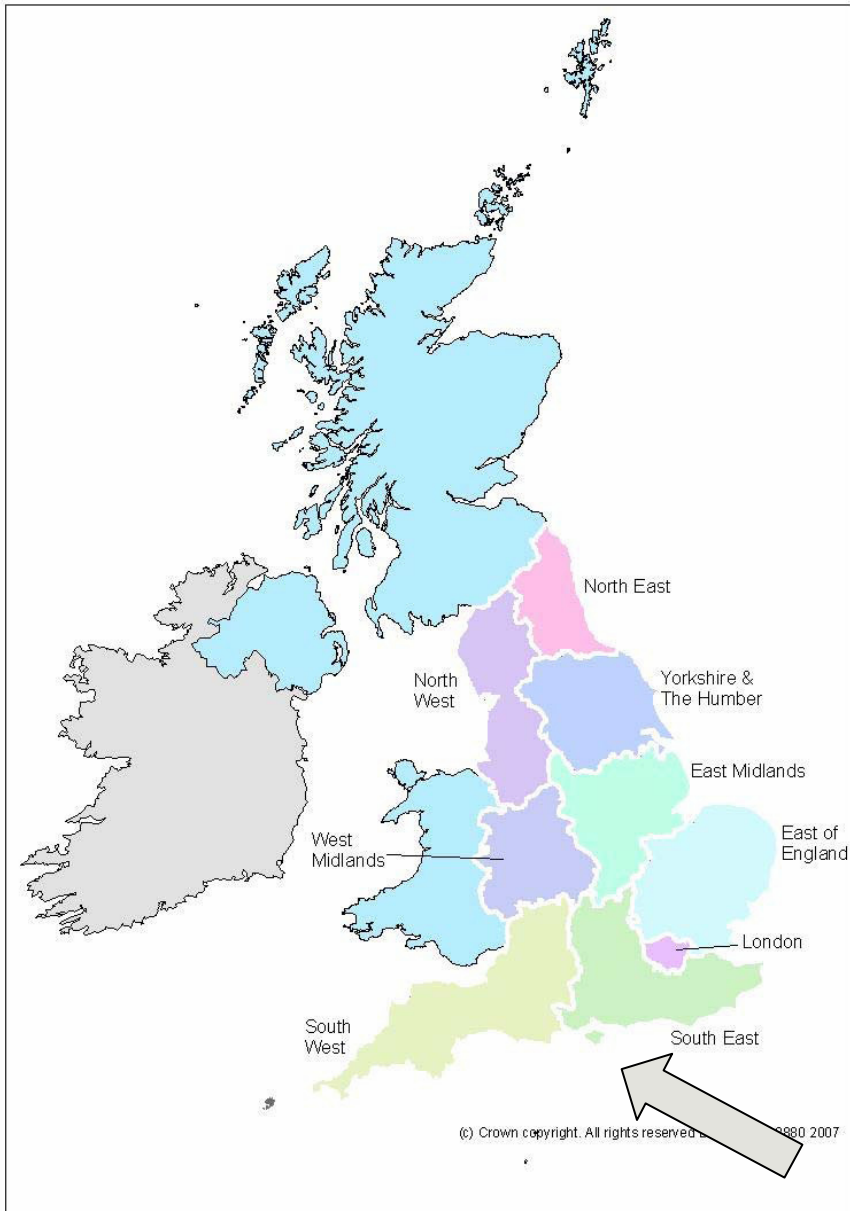
RDPE budget (€s)

Axis	Total allocation
Programme Total	5.2bn
Axis 1 (non Leader)	448m
Axis 2	4.2bn
Axis 3 (non Leader)	334m
Axis 4	220m
- <i>of which axis 1</i>	<i>13.8m</i>
- <i>of which Axis 3</i>	<i>206m</i>

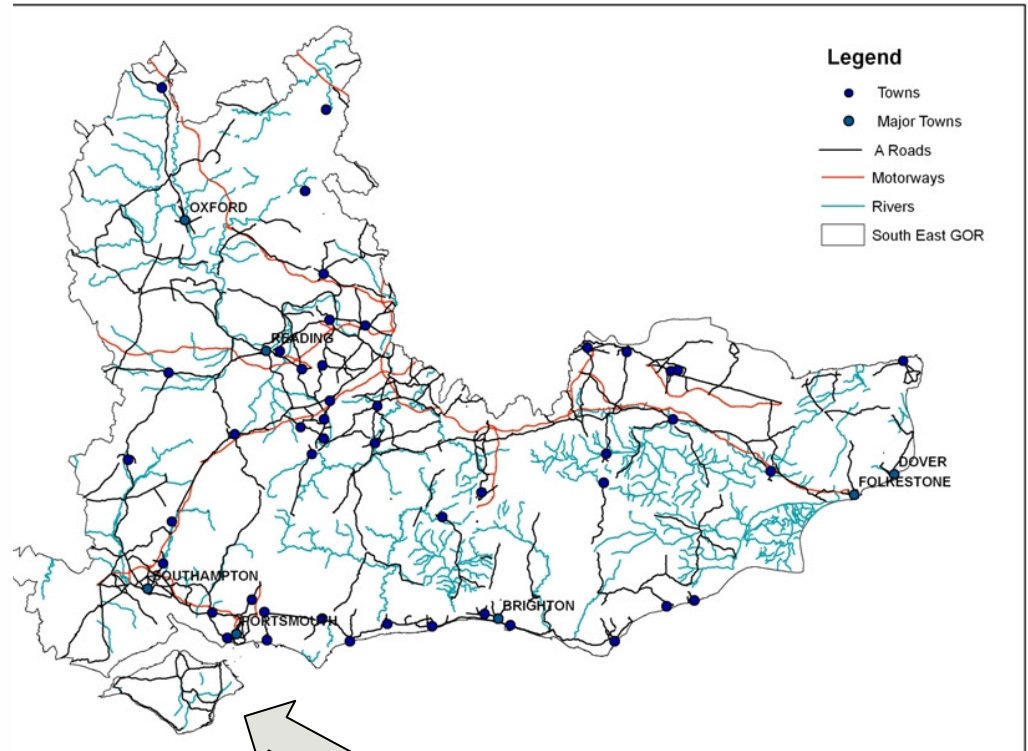
England – South East region



defra
Department for Environment
Food and Rural Affairs

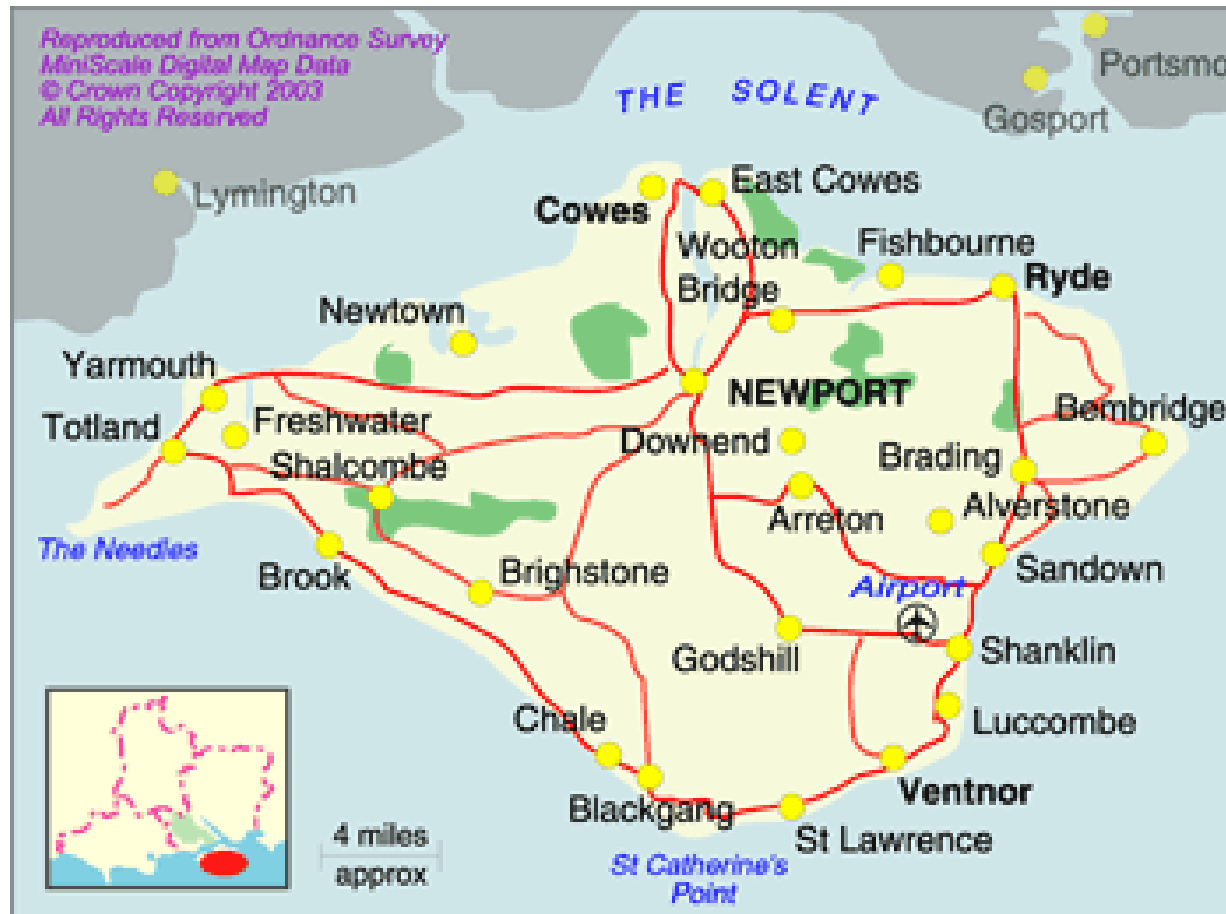


South East Government Office Region



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Isle of Wight



- Area - 380 km²
- Population:
144 000 people
- 84% of area
classified as rural

Isle of Wight LAG

- Allocated funding €3.5 million (€380 000 in 2008/2009)
- Local Development Strategy supports agriculture, rural businesses and rural communities.
- First applications considered in August 2008.
- Two projects approved under Axis 1.

Axis 1 project (i)

- Organic free range egg packing project
- Under measure 123 (adding value)
- Fund installation of barn and packing equipment
- Contract with major retailer
- Automated packing, grading for new market, sell at premium price
- Create 1 new full-time equivalent job

Axis 1 project (ii)

- Organic flour mill project
- Under measure 123 (adding value)
- Purchase of milling equipment to produce different range of flour products
- Expands current enterprise, creating 1 new full time equivalent job

Benefits from Leader approach

- Detailed understanding of local markets and local business environment
- Support of the LAG – individual and collective experience
- Relationships established during project development enables supportive relationship, and facilitates close monitoring of progress
- Bottom-up approach makes it possible to engage with difficult to reach businesses