

Achieving Results the CLLD Way: Putting the Method to Work

The evolution of a LAG

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#useCLLD

CLLD

has two meanings:-

LOCAL INNOVATION (Small things)

MOTIVATED COMMUNITIES OF INTEREST

AGITATION AND CHALLENGING THE STATUS QUO

DEFINING PROBLEMS AND DESIGNING INNOVATIVE SOLUTIONS

HARNESSING OPPORTUNITY and ADDING VALUE

What makes us different makes us interesting; what makes us interesting makes us marketable; what makes us marketable drives us up the economic ladder.

It also means:-

PROGRESSIVE DEVELOPMENT (Big things)

PILOTING VIA LEADER LAG and FLAG

PROGRESSIVE MAINSTREAMING THROUGH ESI

INTEGRATION OF PUBLIC AND PRIVATE FUNDING



Start up 1995 for the LEADER 11 programme

No shareholders – altruistic purpose

1999 Enterprise Agency status

1995 – 2016 multiple ESI bids

2007 -20 FLAG status

4 county reach

Fluctuating turnover from £2-10m

£4m assets

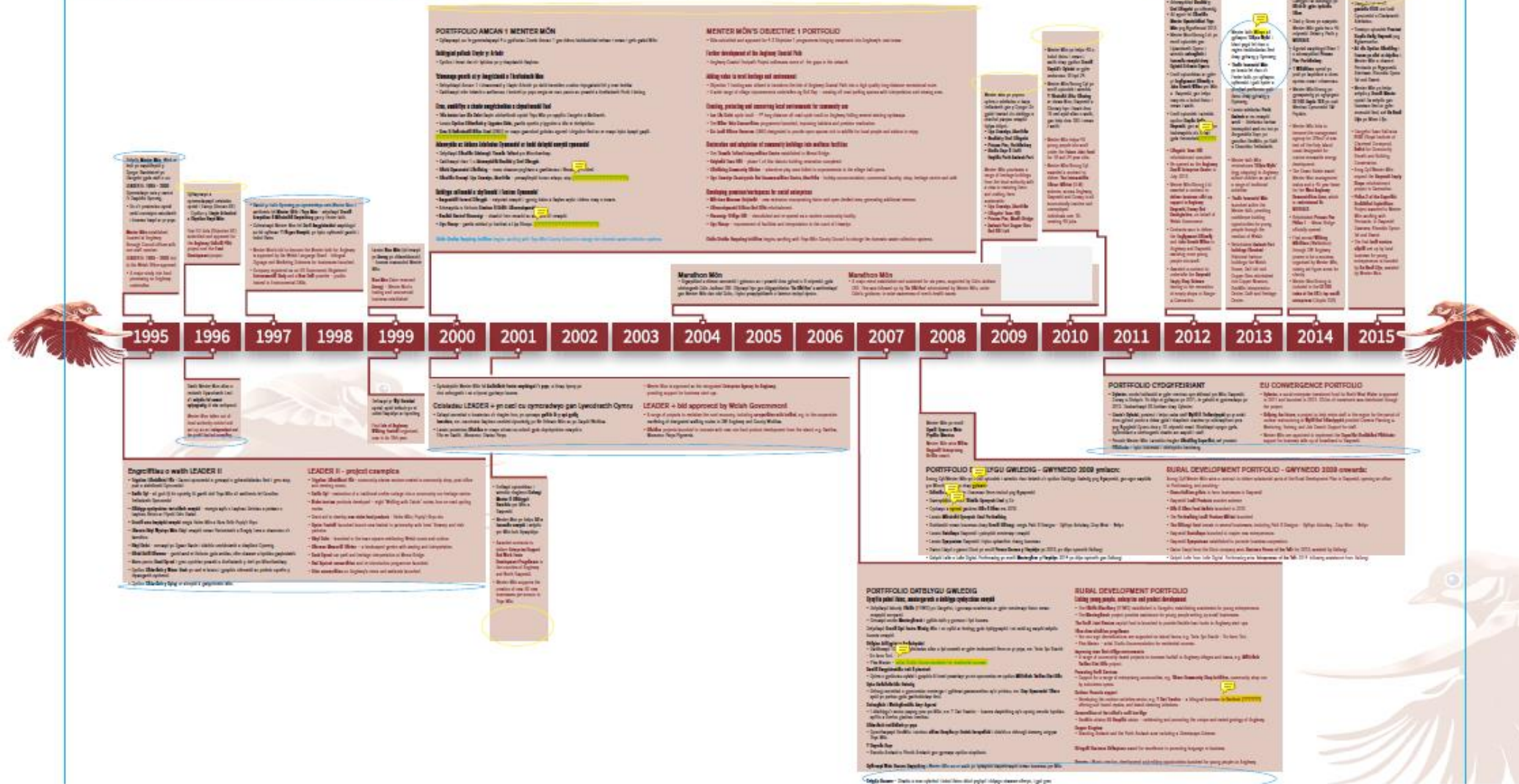
35 – 80 staff

MENTER MÔN Cyf - LEADER 1995 - 2005



FOOD; HERITAGE; NICHE TOURISM; NATURAL ENVIRONMENT; MENTER IAITH; NEW PRODUCTS; ASSET DEVELOPMENT

Menter Môn aims to add value to what makes Anglesey different and thereby to develop its economy. We work with people and communities of interest across the island, and have now been in existence for 20 years, during which time the agency has grown from start up to the diverse company it is today.



1995 – 2007

Community of Interest

SELF CATERING ESTABLISHMENTS

CONSERVATION BODIES

TRANSPORT AUTHORITY

WALKING GROUPS

HERITAGE GROUPS

LANDOWNERS

B & B establishments

FARMING UNIONS

Set the challenge

Convert walking into an economic growth sector. Make Anglesey a major walking destination



CLLD LOCAL INNOVATION EXEMPLAR
ADD VALUE TO 200km FOOTPATH NETWORK

THE ANGLESEY COASTAL PATH 125km
35km of new paths

ERDF 4.8m

THE SAINTS WALKS 8 x 8km

LEADER 0.25m

THE ANGLESEY WALKING FESTIVAL
now in twelfth year

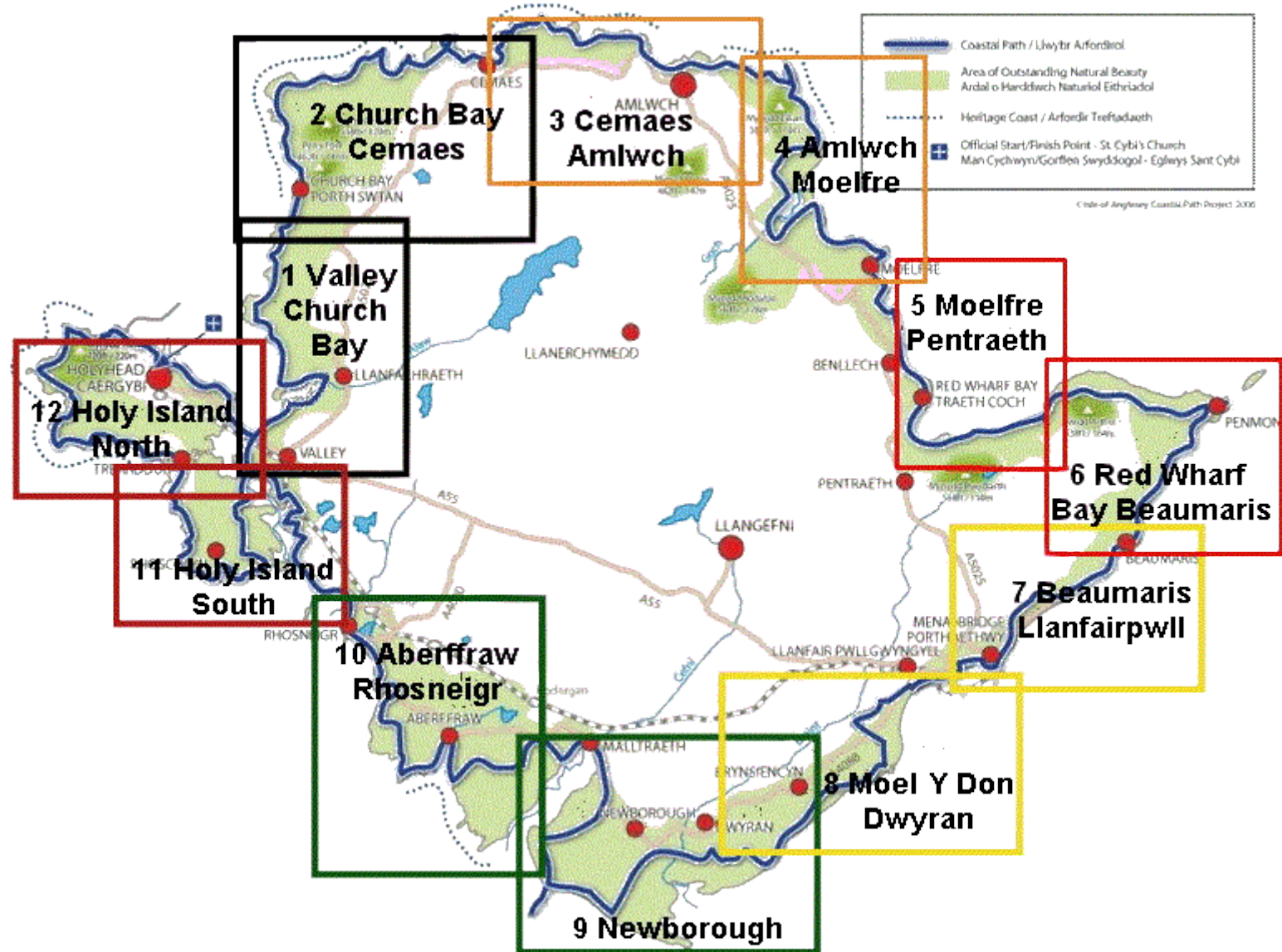
Gov + Private

ANGLESEY FARM HOLIDAY NETWORK of 17
members

LEADER+Private

10 x FARM DIVERSIFICATIONS

EAGGF+Private



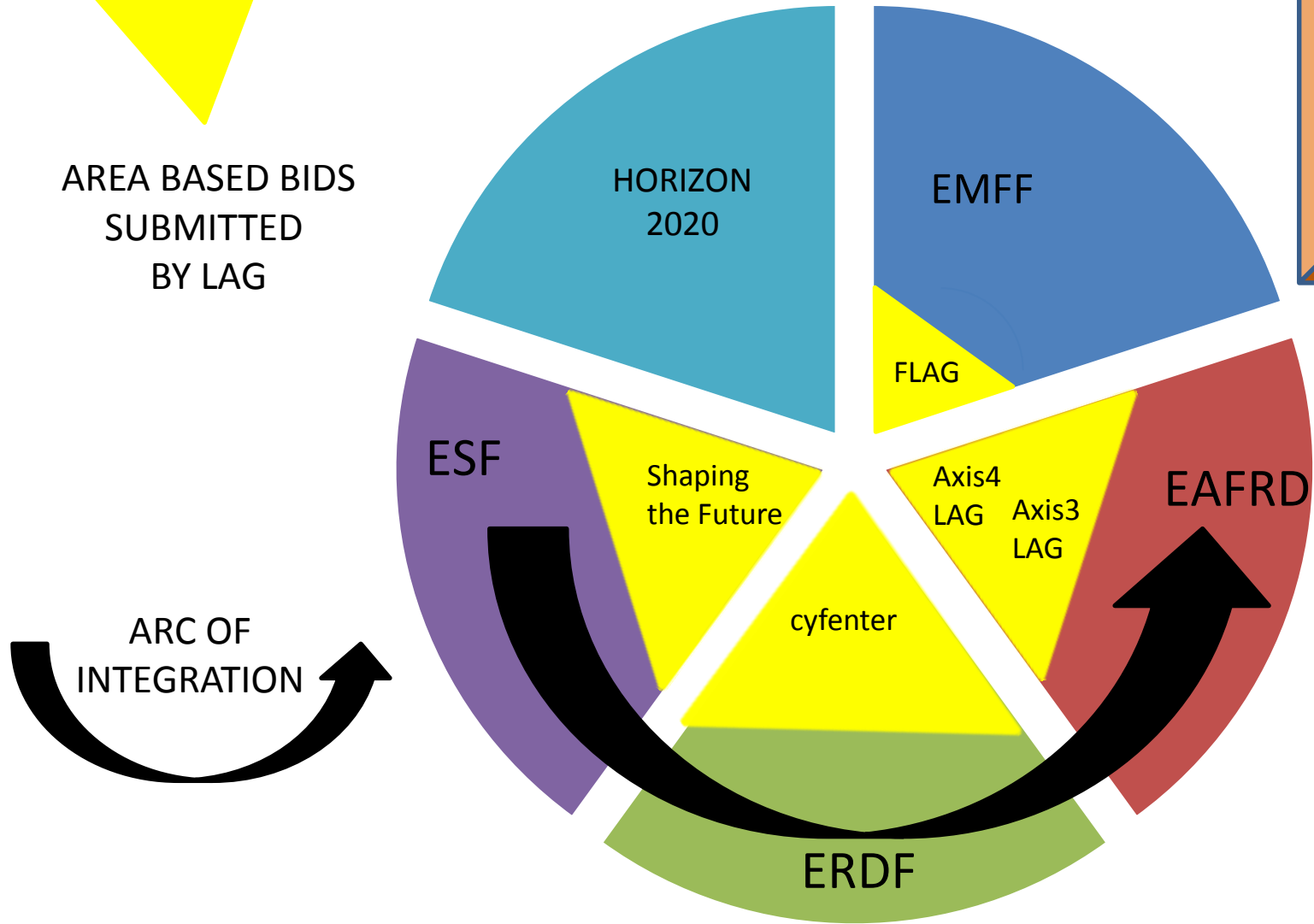
It is estimated that there are over 300,000 users per annum of whom 54% are visitors and 53% claimed that walking was the primary reason for their visit. The economic impact has been estimated at £12m per annum (2012 survey)

2007-14

CLLD PROGRESSIVE
DEVELOPMENT
EXEMPLAR

ACROSS EU INSTRUMENTS
IN YNYS MON ANGLESEY

AREA BASED BIDS
SUBMITTED
BY LAG



WHEN CLLD IS PRESENT

Knowledgeable industry practitioners are empowered and resourced in LAGs or FLAGs

Conflicting agendas are forced together to resolve by interrogating tolerances and forging critical paths

Value is added sequentially

Financing expertise builds up EU/ National Govt / Private

WHEN CLLD IS ABSENT

Development is planned by the public sector – no practitioner ownership

Investment is made into safe, non risky developments rather than productive development

Sequence is lost – public realm white elephants

Local private sector is lost – national or global investors only

The huge unexploited base resource – the TIDAL STREAM

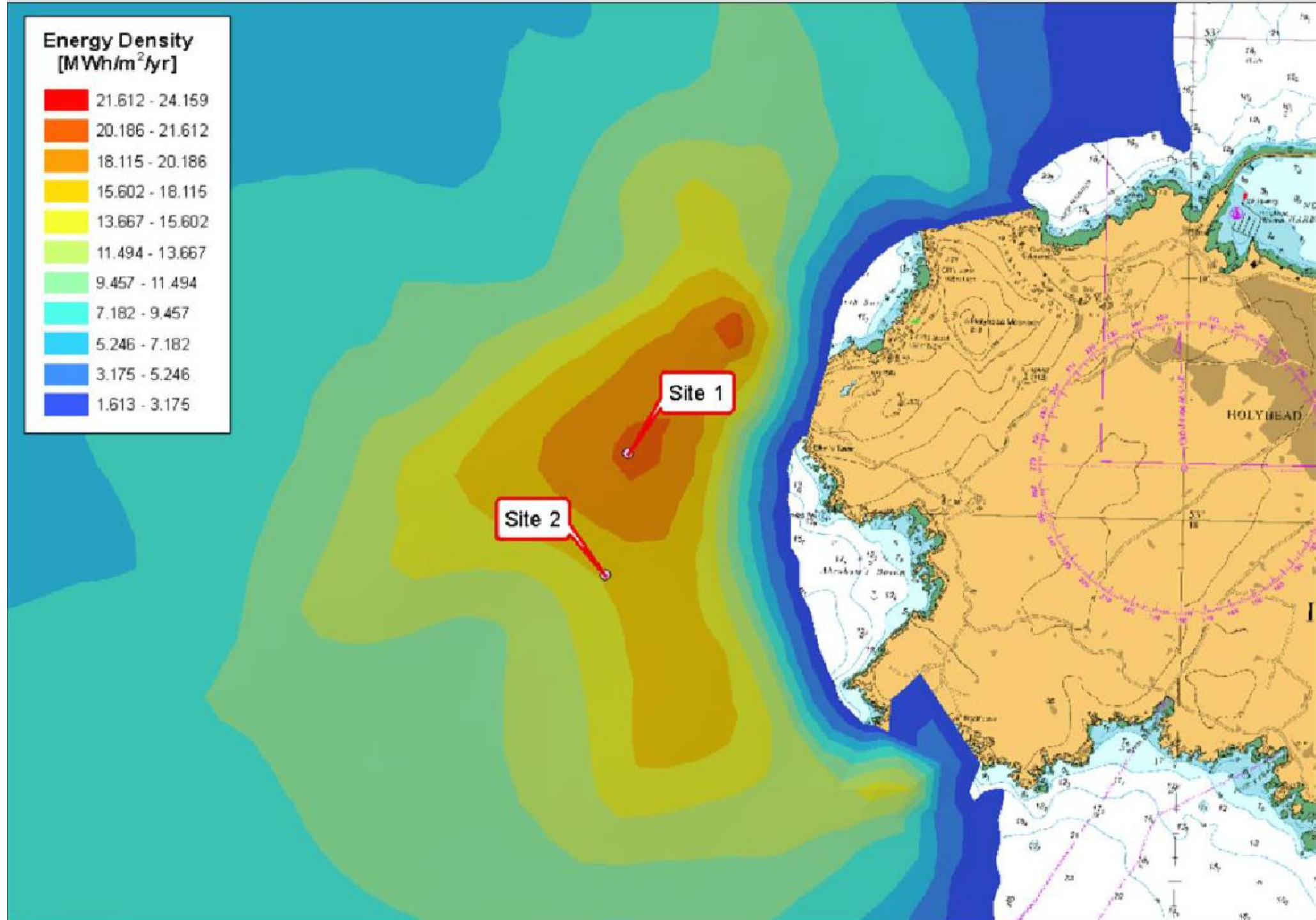
Tidal speeds of 2.5 – 3.2 metres per second

What makes us different makes us interesting; what makes us
interesting makes us marketable; what makes us marketable
drives us up the economic ladder.

ANGLESEY



**Energy Density
[MWh/m²/yr]**







SPV company owned by the LAG

Final stages of £20m ERDF application

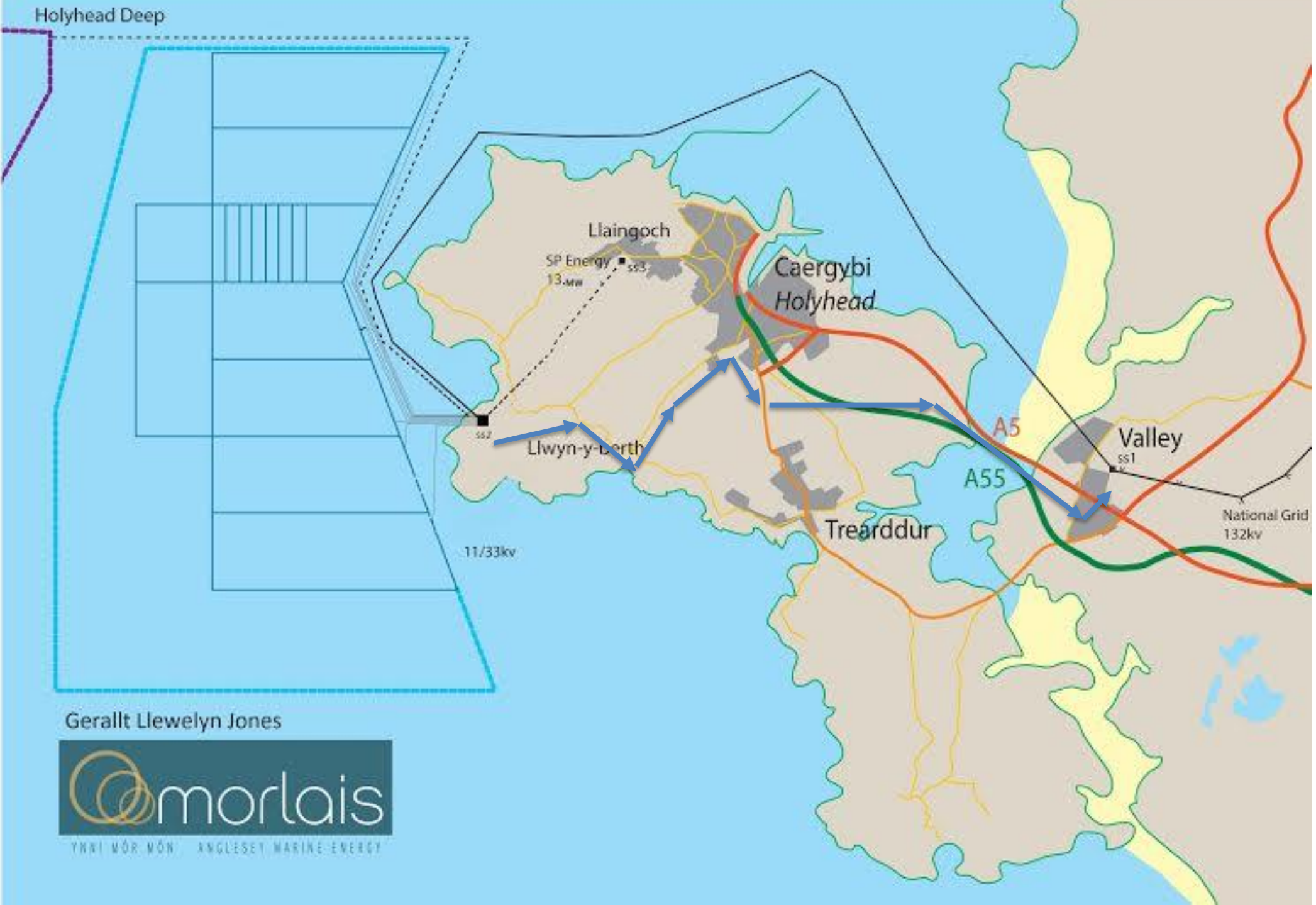
£3m Turbine Developers

£2m National Public Sector

£8m Equity Investors

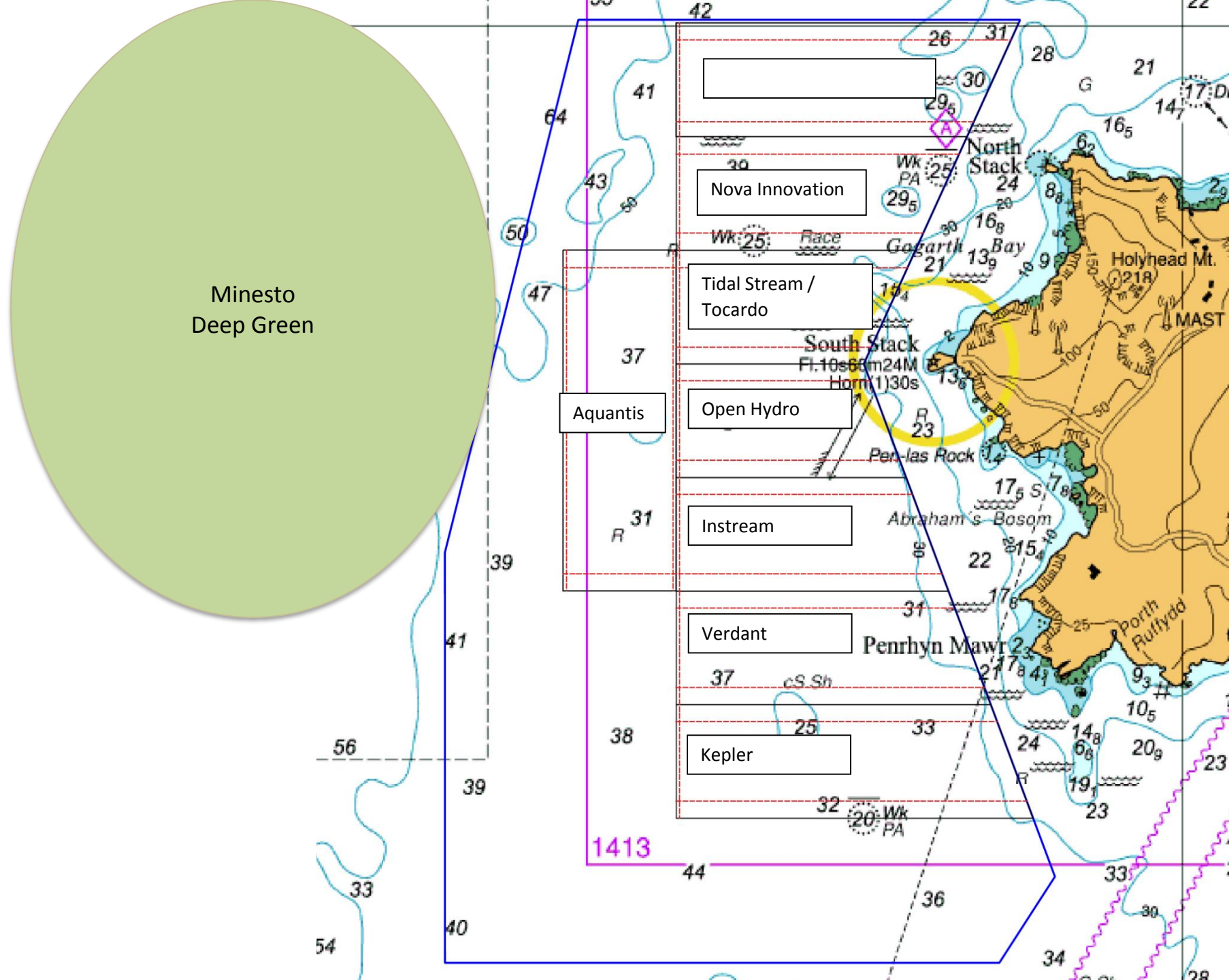
Total Project Cost £33m – CONSENT AND GRID EXPORT CONNECTION INFRASTRUCTURE

GRID
OPTIONS



Geraltt Llewelyn Jones





LEADER METHODOLOGY
 with an international turbine
 developer community 3 from
 North America; 3 from
 Europe; 2 from UK
**CLLD WORKS AT EVERY
 LEVEL**
 Developers
 Regulators
 Utilities
 Investors
 Because it is participative and
 democratic

Was our CLLD integration designed?
Or did it happen through accidental evolution?

Can you plan CLLD?
Yes

Can you evaluate the impact of CLLD?
Yes, but not with short term evaluations
CLLD needs 10, 15 or 20 yr evaluation to measure its consequences

What does CLLD add to development – why bother?
In my experience over 20 years I have a comparative perspective

CLLD leads to VIABLE and more PERMANENT development
CLLD leads to SEQUENTIAL DEVELOPMENT – it is a force for DIVERSITY
CLLD leads to INTEGRATION between buildings, resources and people

Non CLLD development often (not always) leads to singular, unconnected development
Non CLLD development tends to concentrate on capital spending on buildings and public
owned assets, not on changing the lives of people through skills acquisition, business
development