

Vale of Usk Local Action Group Marketing Requirements January 2018

Overview

The RDP LEADER programme started officially in August 2015, with a final completion date of December 31st 2021.

The value of the programme to the Vale of Usk cannot be underestimated, with benefits and benefit potential in evidence.

The marketing requirements fall under five distinct but inter-related topics as follows.

1. Promoting the successes of the projects that have received support from the LAG;
2. Inviting opportunities for funding applications for the rest of the programme;
3. Promoting effectively the capital grants available from Welsh Government and elsewhere;
4. Promoting the successes of the programme as a whole to Welsh Government; and
5. Showcase the programme by means of an 'Event'.

1. Promoting the successes of the projects that have received support from the LAG

This item requires a marketing plan to be developed and implemented that focusses on the good work supported under the LEADER programme. Monmouthshire's Communications Team have offered their support in developing the plan using a variety of outlets such as:

- Social media campaign;
- Publicity through the political outlets in Newport and Monmouthshire;
- Press releases through the main line newspapers in the region;
- Radio interviews with projects that have been completed;

This item to be completed by the end of February 2018

2. Inviting opportunities for funding applications for the rest of the programme

This item is required to ensure that all funds are committed and spent at least 6 months before the programme ends in 2021. The last thing we want is to return funds to Welsh Government when we must be able to make good use of them. The type of actions required are listed below, and really are the same as (1.) above, except for the focus groups.

- Social media campaign;
- Publicity through the political outlets in Newport and Monmouthshire;
- Press releases through the main line newspapers in the region;
- Radio interviews with case studies showing the types of projects that can be supported;
- Marketing through focus groups such as transition groups and digital groups
- Marketing through LAG contact groups

This item to be completed by the end of March 2018

3. Promoting effectively the capital grants available from Welsh Government and elsewhere

The capital opportunities are significant, however the Vale of Usk LAG area seems reluctant to engage. We as a region, are missing out on large amounts of potential capital to make both our LEADER projects sustainable and other community opportunities. The outlets for marketing will be the same as (2.) above.

This item to be completed by the end of March 2018

4. Promoting the successes of the programme as a whole to Welsh Government

There is a danger that the benefits that the RDP LEADER programme can give to communities will be lost unless we effectively get this message to Welsh Government and central Government. There are a few ideas that require exploring with this 'political' approach.

- Obtain a full council statement of the benefits of LEADER to our rural communities
- Canvas political support from MP and Assembly members
- Once the above is established arrange to meet the appropriate cabinet member for rural affairs

This item to be completed by the end of May 2018

5. Showcase the programme by means of an 'Event'.

The achievements made through the LEADER work should be showcased principally through a fixed venue event at the centre of the region, possibly Raglan. The event may be auditorium in style with presentations made by case studies on the achievements of LEADER. The stakeholders to be invited should include at a minimum the following:

- Newport and Monmouthshire politicians who can influence item (4.);
- External recipients of funding;
- Internal recipients of funding through various departments;
- LAG members;
- The press;
- Focus groups where new projects could emerge from;
- Senior Officers from both authorities; and
- RDP delivery team.

This item to be completed by the end of June 2018