

Sowing SEEDS: Delivery Plan Objectives and Outcomes

Strategic Objectives	Aims – What we want to achieve	Outcomes – We'll know we've achieved it because...	How we'll measure progress
SO1: Supporting Rural Businesses Involving Local Products, Services and Skills.	A. Increasing collaboration between businesses in the local products sector and strengthening the network.	Businesses will understand the benefits of collaborative working and where possible be working together to create effective economies of scale and encourage sharing of best practice to develop quality products and services. Demonstrated by the increase in the number of collaborative activities and the number of businesses involved	Number of new or expanded collaborative activities Number of businesses involved in collaborative activity
	B. Shortening the supply chain for local products and services	Rural enterprises in the area will understand the benefits of sourcing locally and utilising local products and services. Improvements will be made in local supply chains to make local products and services more accessible	Number of rural enterprises sourcing local products and services
	C. Raising awareness of the local products sector	Local people and visitors to the area will understand the benefits of buying our local products and actively look to purchase them on a regular basis.	Number of people understanding the benefits of buying local products. Number of people actively buying local products.
	D. Providing training opportunities	Businesses involved in the local products sector will have the skills and knowledge they need to develop their products and their businesses to make the greatest and most sustainable contribution to the environment and economy of our area.	The impact on the businesses of attending the training 6 months on from the completion of the training activity
	E. Understanding and strengthening the role of market towns as an economic hub for the surrounding rural areas	There will be an increased circulation of money within the local economy	The amount of spend retained in the local economy
SO2: Providing increased opportunities for socio economic growth through the conservation and enhancement of the area's natural and built environment	A. Piloting demonstration projects which address energy efficiency, climate change and sustainable construction	We will be an area renowned for progressing innovative exemplar models of new and novel approaches to developing rural environmental sustainability, and effective, sustainable utilisation of our natural resources for economic gain.	Press and media coverage that builds the reputation of the area The number of successful transferable models identified
	B. Supporting the development of traditional and new heritage and landscape management skills	Increased conservation of traditional heritage and landscape management skills leading to trained individuals having the opportunity to conserve and enhance the environment which supports our valuable biodiversity, encourages access to the countryside, and increases local & visitor spend.	Area/length of restored or enhanced landscape Area of restored habitat Number of people accessing the countryside Age of training participants

	C. Raising awareness, understanding, access to and ownership of the natural and built environment	Local communities have increased understanding of, access to and are engaged in preserving, restoring and interpreting elements of their built, landscape and environmental heritage leading to an improved sense of place and the development of income generating opportunities.	Number of people taking part in the activities. Number of people with improved sense of place
SO3: Developing opportunities from local culture and heritage to engender a sense of shared identity, leading to the development of innovative community based enterprise for sustainable economic growth	A. Improving communities understanding and use of local culture and heritage to improve their quality of life	Local communities have increased understanding of their local culture and heritage and how it may be harnessed for sustainable economic gain	Number of people understanding more about their own local culture Number of new income generating ideas bought forward
	B. Developing social enterprise based upon local culture & heritage, and the products derived from them	Community groups will have established culture and heritage enterprises which contribute to the increased quality of life and prosperity of those in their community	Number of current community enterprises based upon local culture and heritage, and the products derived from them Number of people directly benefiting from the enterprises developed
PO1: Empowering Young People		Young people successfully engaged in programme and project delivery Improved motivation and access to involvement in local governance	Number of under 30's registered as LAG members, number of under 30's attending LAG meetings and number of under 30's feeling engaged with local governance Number of people under 30 receiving training through Sowing SEEDS supported projects Number of people under 30 actively engaged with project development and delivery
PO2: Sustaining Local Communities		Capacity of partnerships improved and volunteer network expanded New skills obtained Number of applications from groups that have not previously applied for grant funding	Number of projects developed