SECAD

South & East Cork Area Development

PARTNERSHIP

Application of Rural Development Programmes and Measuring Results - A LEADER LAG Approach

Ryan Howard SECAD
Chief Executive Officer

LEADER

1. The Awakening

2. The Systems, Structures & Conditions of Success

3. Relationship and Communication Management

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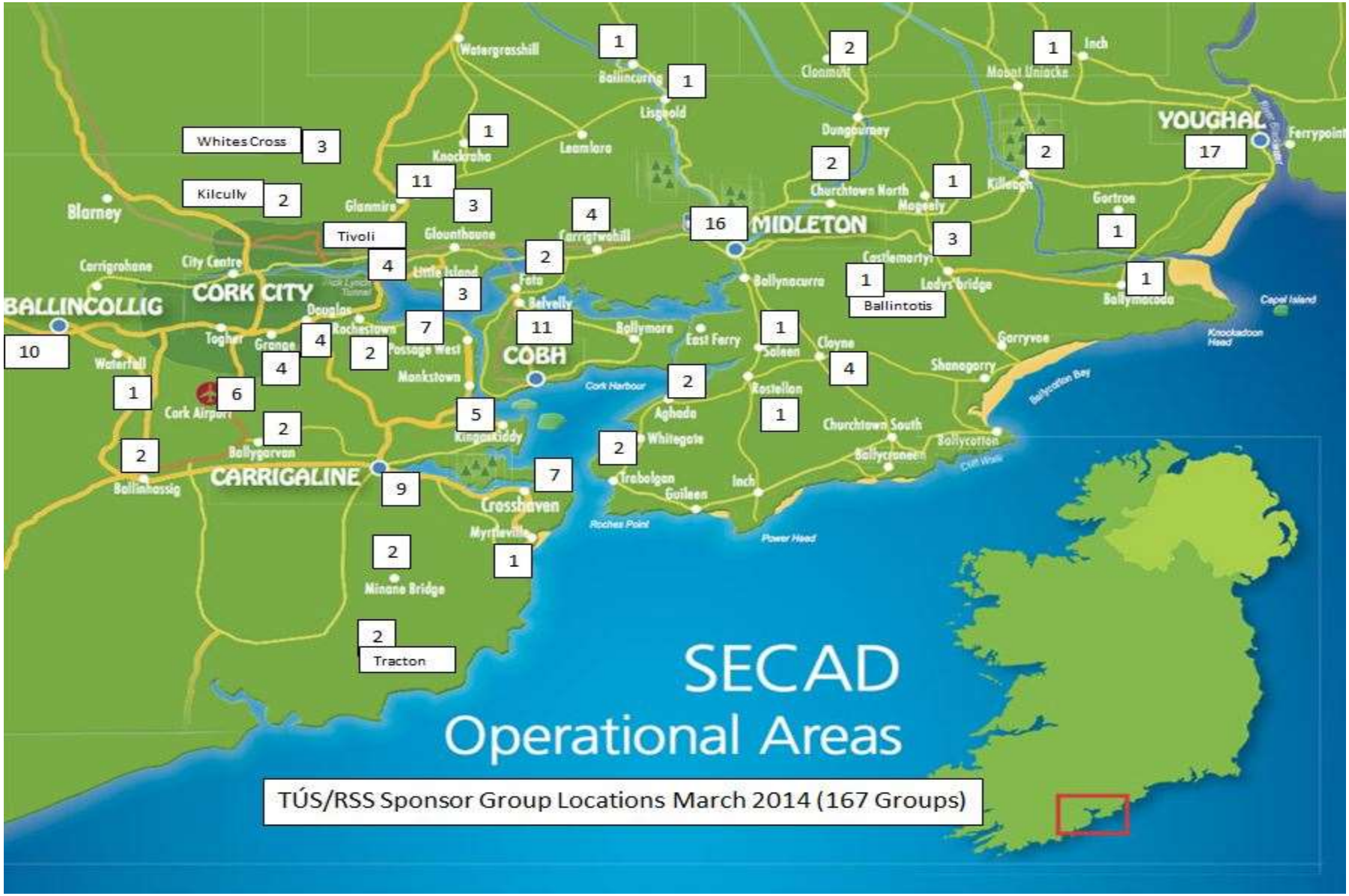
SECAD LAG Area



LEADER – Ireland – 1990's

Heavily Dependant on Agriculture

High Levels of Dependency in Rural Area's
- Poor Incomes and Under-employment

No Economic Mix in Rural Areas and Social Infrastructure is weak

Traditional Industries are collapsing - Steel, Ship Building and Car Manufacturing Close

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LEADER – The Awakening

Realising!

Economy is *Not Sustainable* – Rural Areas
- Agriculture alone will not work

Need a new approach – Mix of Employment Types and Regional Balance

Realising Private and Public Sector cannot solve *The Imbalance*

Triple Helix = Private + Public + Academic Sectors

Quadruple Helix: Private + Public + Academic

+ Civil Society

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LEADER – The Systems, Structures and Conditions for Success

1. Respect and Support the Role Of Civil Society:

Acknowledge need for Local Action Groups

Top-Down Support Essential – 'Simplify'

Invest in Capacity Building at *LAG and Managing Authority Levels!*

Apply the Principles of LEADER

Bottom-Up Decision Making Structures

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LEADER – The Systems, Structures and Conditions for Success

2. The LAG and 3. LAG Budget/Funding

LAG Partnership Structure *Essential*

Civil Society Led – Linked to but not controlled by Government, Local Government or Other Sectors

LAG Staffing – Creative, Innovative, Dynamic, Positive

BUDGET – The LAG is not going to survive without Capacity to FUND Local Projects - *Essential*

Start Small – Utilise Investment as 'Leverage' for other Funds - Public, Private, Corporate, Social Capital, Other EU Funds

= 'Added Value'

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LEADER – The Systems, Structures and Conditions for Success

4. The Local Development Strategy &
5. LAG Communications Plan

LDS must be Informed (Local Information and Data Analysis for Socio Economic Planning)

LDS must have clear, ambitious, achievable & realistic STRATEGIES based on local needs and priorities

Local Capacity Building **is an** ***essential*** **element of every Local Development Strategy**

The smart LAG will include a parallel Communications Plan

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LEADER – Relationship and Communications Management

Your Impact is worthless unless people know About Your Work

The Audience includes:

Your Communities, Business Associations and Local Politicians and *Local Government/State Services*

Senior Policy Makers and Politicians = Public Money

Corporate Bodies and potential investors in Community Benefit Programmes = Private Funds

EU Parliamentarians, European Commission, and other LAG's

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Commissioner Hogan

Minister Coveney Agriculture,Marine

Minister Ring Tourism

Minister Sherlock – Employment & FA

A Mixed, Balanced Local Economy

The Local 'Global' Strategy – CLLD In Action

The Multi-fund Approach (CLLD)

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