

Delivery of Axes 1 and 3 of the Rural Development Programme in the West Midlands

Vision

“By 2013 rural businesses in the West Midlands will be more sustainable, competitive and better connected to their markets, active management will have improved the rural environment and rural communities will have a better quality of life.”

Strategic Objectives

- Develop diverse, competitive and sustainable rural businesses that are better connected to their markets
- Capitalise on low carbon opportunities
- Maximise cultural offer and natural assets
- Invest in high value skills and employability of the rural workforce
- Develop more sustainable rural communities

Food and Drink Action Plan	Environmental Tech. Action Plan	Livestock Action Plan	Tourism Action Plan	Communities LEADER Local Action Groups
<ul style="list-style-type: none"> • Skills, training and knowledge transfer • Supply chain development • Competitiveness • Trade and consumer awareness 	<ul style="list-style-type: none"> • Environmental goods and services • Support innovation • New markets • Networking • Training and Skills • Sites and premises 	<ul style="list-style-type: none"> • Knowledge transfer • Efficient production • Improve livestock quality • Promote best practice • Promote understanding of Environmental • Legislation • Animal health and welfare 	<ul style="list-style-type: none"> • Sustainable tourism • Environmental improvements • Food tourism • e-tourism 	<ul style="list-style-type: none"> • Places to meet, 'recreate' and communicate • Inclusive and participative governance • Develop and maintain voluntary groups and activities • Positive culture of enterprise and economic purpose • Access to 'fit for purpose' housing
<p>Cross cutting themes</p> <ul style="list-style-type: none"> • Environmental Economy • Reconnection with markets • Training and skills • Meeting market specification • Collaboration • Modernisation • ICT • Supply chain development • Knowledge transfer • Innovative products and services 				

Where can I find out more?

Please go to our website: www.advantagewm.co.uk/working-with-us/rural-development-programme-for-england.aspx or find further details of the national scheme on www.defra.co.uk.

Projects will be developed with the help of the Rural Development Team and Rural Partnerships Team employed by Advantage West Midlands. Please contact the member of the team relevant to your area of interest, below:

Name	Sector	Contact details
Ian Baker Head of Team		ianbaker@advantagewm.co.uk 07919 168238
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Simon West Rural Development Manager	Environmental Technologies	simonwest@advantagewm.co.uk 07769 881346
Ian Edwards Head of Rural Partnerships	Community (LEADER funding)	ianedwards@advantagewm.co.uk For queries about the LEADER approach – specific project ideas should be directed to your Local Authority 07917 810469
Natural England		
Please contact: Tel: 0845 6024095, 01905 362888 or email BDCWM.Genesis@naturalengland.org.uk		
Forestry Commission		
Please contact: Bob Evans, 01905 533802 or email bob.evans@forestry.gsi.gov.uk		

Rural Hub Contacts:

The West Midlands Rural Hub Network plays an important role in :-

- Promoting the RDPE to potential applicants, both the programme as a whole and particular funding opportunities.
- Facilitating collaborative working, to take advantage of the programme, between individual businesses and groups of businesses.

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