Supporting Rural and Coastal Communities throughout Ayrshire

Farm Diversification

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The Scottish Government

SRDP Scottish Rural Development Programme

LEADER AYRSHIRE

Ayrshire LEADER mission

"To provide the investment to inspire, build confidence and strengthen local communities & business, generating new opportunities to support resilience & wellbeing across rural Ayrshire"

Goals

- Ayrshire realises its full economic potential with more and better employment opportunities for its people
- Ayrshire people live in well designed, sustainable places where they are able to access the amenities and services they need
- Ayrshire has strong, resilient and supportive communities where people take responsibility for their own actions
- Be responsive to new challenges and opportunities, helping communities and enterprise to adapt and develop over time
- Through partnership working we will create the conditions to succeed

We have 5 Theme Groups

- Fostering Business & Enterprise
- Connecting People & Places
- Promoting Tourism, Heritage & Culture
- Celebrating our Natural Environment
- Supporting Coastal Communities (emff FLAG joint with Argyll & Islands)

Each Theme group has

- Unique membership
- Delegated decision making (within agreed limits)
- Their own objectives and priorities
- Their own outputs and indicators

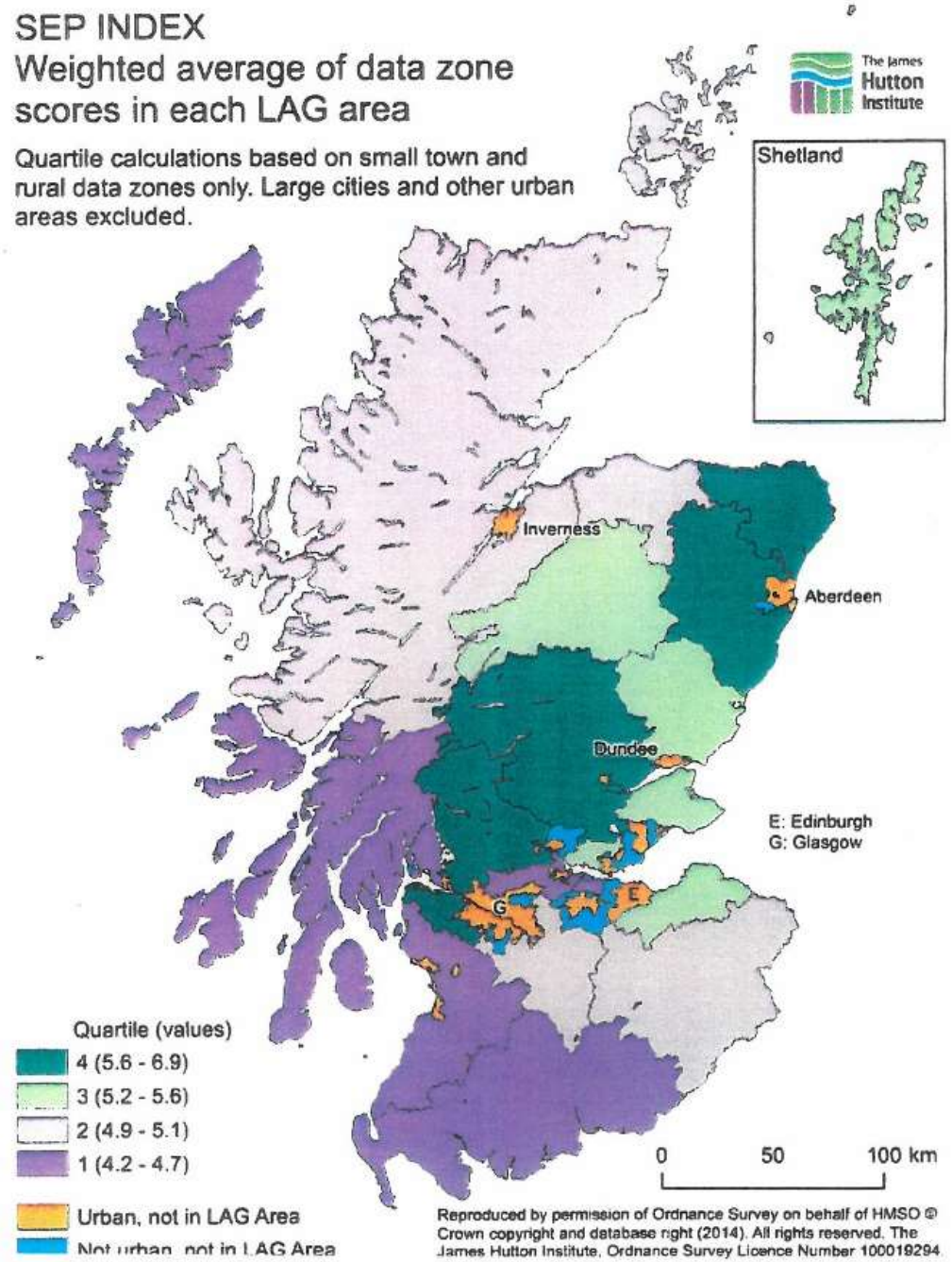
Table 10: Weighted average scores for the four objectives and the SEP Index, by LAG area

LAG No	LAG Name	Wealthier / Fairer	Healthier	Stronger/ Safer	Smarter	SEP Index
1	Aberdeenshire North	5.70	5.45	6.33	5.09	5.64
2	Aberdeenshire South	6.61	6.48	7.02	7.35	6.86
3	Angus	5.69	5.04	5.99	5.76	5.62
4	Argyll and Islands	4.32	4.45	4.17	5.22	4.54
5	Ayrshire	4.44	4.27	4.40	3.49	4.15
6	Cairngorms	4.62	5.62	5.32	6.33	5.47
7	Dumfries and Galloway	4.45	4.41	4.81	3.81	4.37
8	Fife	5.29	4.58	4.82	6.00	5.17
9	Forth Valley and Lomond	5.33	5.57	5.33	7.20	5.86
10	Greater Renfrewshire and Inverclyde	6.56	5.65	5.61	7.61	6.36
11	Highland	4.30	4.89	5.47	4.92	4.89
12	Kelvin Valley and Falkirk	4.78	4.72	5.10	4.16	4.69
13	Moray	4.56	5.05	5.35	4.70	4.91
14	Orkney	4.79	4.94	5.67	4.82	5.05
15	Outer Hebrides	2.96	4.76	5.01	4.78	4.38
16	Rural Perth and Kinross	5.48	4.91	5.63	6.69	5.68
17	Scottish Borders	4.93	4.92	5.12	5.55	5.13
18	Shetland	5.13	5.49	5.98	5.23	5.46
19	South Lanarkshire	4.97	4.76	5.24	4.48	4.86
20	Tyne Esk	5.48	4.96	5.46	5.27	5.29
21	West Lothian	4.00	5.25	4.22	4.38	4.46

Note: Average data zone scores have been weighted by population (2011 census)

SEP INDEX
Weighted average of data zone scores in each LAG area

Quartile calculations based on small town and rural data zones only. Large cities and other urban areas excluded.



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Farm Diversification, the problem

- Minimum Spend 10% (approx. £600k)
- Regulations limit expenditure to approx. £50K per business
- Previously low volume of high value applications >£100k
- There are approximately 1,400 eligible businesses

- 1% uptake (#14) at maximum (£50k) would be £700K

- How do we maximise the benefit of LEADER spend?

What are we considering?

- Farm Diversification workshops
- Study trips to learn about novel crops/livestock
- Online/social media development workshops for existing diversified businesses
- Co-operation or sharing of specialised equipment
- Small scale, low capital investments
- Derelict buildings
- How others see us (an extension of monitor farms?)

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Over to you……

- Where next???

The Scottish Government

Scottish Rural Development Programme