

INTERVENTION 1: Stronger Strategic Voice for the Border

PURPOSE: Influencing and advocacy at national, regional and local level

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<p>Creating a stronger voice for the border:</p> <ul style="list-style-type: none"> To influence policy and service delivery at national, regional and local level to achieve change Tackling barriers to regeneration Scaling up of regeneration ideas that work along the border 	<ul style="list-style-type: none"> Cross Border Memorandum of Understanding (MOU) Governance and Structure Mersey Dee Alliance In both areas, strategic cross-border protocols for health care commissioning have been successfully negotiated Principle of border-proofing within the MOU 	<ul style="list-style-type: none"> Border at edge of strategies – suffers from strategy deficit Increasing divergence between policies in England and Wales since devolution Some of the common challenges across the border areas need to be addressed at UK strategy level to allow them to be overcome e.g. transport, broadband, agricultural policy There is a wealth of good practice along the border, but can be hard to share due to administrative boundaries 	<ul style="list-style-type: none"> Population and economy of border area small and therefore hard to prioritise Different focus of policies and programmes cannot be readily changed e.g. LEADER programmes have different scope each side of the border Uncertainty about high level political will for cross-border working 	<ul style="list-style-type: none"> Integrate this project into the MOU structure for the Central area with Core Officers Group, Strategic Forum and themed Sub Groups Explore possibility of working with Mersey Dee Alliance and Gloucestershire/Monmouth on issues where value is most easily added e.g. sustainable tourism and transport Creating an evidence base of successful border initiatives to use to back up advocacy work at local, regional and national and UK levels. 	<ul style="list-style-type: none"> Border able to influence strategy and unlock barriers to development Key strategies adopt “border friendly” policies More effective regeneration built on shared learning Wider learning on how to support rural regeneration Cross border targets adopted by Local Authorities and Agencies 	<p>MOU Structure</p> <p>West Midlands Regional Assembly</p> <p>West Midlands Rural Affairs Forum</p> <p>Advantage West Midlands (AWM)</p> <p>Welsh Assembly Government (WAG)</p> <p>Gloucestershire, Monmouthshire</p> <p>Mersey Dee Alliance</p> <p>Commission for Rural Communities</p>

INTERVENTION 2: Creating a Framework for the Border

PURPOSE: Framework mapping out the key elements of sustainable regeneration for the border, empowering local communities to drive their own agenda

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<p>Develop a framework for the Border to capture what sustainable regeneration means in the area. Includes those characteristics which need to be conserved because they underpin the economy e.g. tranquillity, as well as broadband access and public transport access</p>	<ul style="list-style-type: none"> • Existing processes for embedding community objectives: <ul style="list-style-type: none"> - Local Strategic Partnerships and Local Strategic Boards - Parish and Community Council Plans - AONB and National Park Management Plans • Existing indicators: <ul style="list-style-type: none"> - National Performance Indicators - Local Area Agreement targets and outputs - West Midlands Regional Observatory and Wales Rural Observatory • Rural proofing processes 	<ul style="list-style-type: none"> • Key performance indicators of main strategies do not reflect clearly what is important to communities in the border areas • Community level needs do not have weight on their own, but could do if aggregated up • Need to strike balance between the need to conserve and recognise what is special about the border, and the need to strengthen its economy 	<ul style="list-style-type: none"> • Risk of adding another administrative process • Risk of lack of recognition by key agencies. 	<ul style="list-style-type: none"> • 2 year Pilot activity. • Communities along the border identify appropriate indicators building on their existing Community Strategies • Community inputs are negotiated to build an agreed framework for development across the border and then embedded into the plans of local authorities and service providers 	<ul style="list-style-type: none"> • Communities are empowered to drive their own agenda • The special qualities and needs of the border areas are recognised, providing a platform for sustainable regeneration • A common understanding of priorities is achieved and can inform the influencing role see intervention 1 	<ul style="list-style-type: none"> • Local Strategic Partnerships/Boards • Parish and Town Councils/Community Councils • Unitary and County Councils • Government Offices • Welsh Assembly Government • West Midlands Regional Observatory • Wales Rural Observatory

INTERVENTION 2: Creating a Framework for the Border

PURPOSE: Framework mapping out the key elements of sustainable regeneration for the border, empowering local communities to drive their own agenda

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
See interBuild evidence base to track performance against indicators	<ul style="list-style-type: none"> Some studies on state of economy in border areas esp WMRAF Research (2005) Comprehensive data collection by regional observatories Research on rural issues e.g. Deep Rural (Wales), Rural Evidence Base AWM) 	<ul style="list-style-type: none"> Currently data for border area hard to separate out Indicators may not reflect priorities for the border 	<ul style="list-style-type: none"> Additional resource to change well established data collection protocols Definition of border currently “fuzzy” - need to provide fixed boundary for data collection Lack of common indicators in Wales and England 	<ul style="list-style-type: none"> Review of data already available compared to data needs and identification of cost-effective approach for collecting new data Collection of data for baseline year and each year thereafter 	<ul style="list-style-type: none"> Better quality information to inform action and track progress Data can be used to influence strategies and lever in more funding 	<ul style="list-style-type: none"> Local Authorities West Midlands Regional Observatory Wales Rural Observatory WAG WMRA/AWM Audit Offices

INTERVENTION 3: Improved Networking and Information Sharing

PURPOSE: Enabling communities and businesses to share good practice to meet their common challenges

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
Bring together businesses across the border to share good practice	<ul style="list-style-type: none"> Montgomery Canal Business Futures Network, Bishops Castle Biznet MOU Strategic Forum Chamber of Commerce networking activities Border Business Magazine Offa's Dyke Partnership and Steering Group 	<ul style="list-style-type: none"> Businesses across the 'other' side of the border are hard to identify and connect to Need to develop new trading patterns Need to share ideas and best practice Support for home workers and micro businesses Few existing networks cross the border 	<ul style="list-style-type: none"> Relatively high cost in terms of time and money e.g. support for network establishment Lack of broadband limits ability to network 	<ul style="list-style-type: none"> Trial the concept by running border business fairs Short term resource support to emergent networks , to enable them to become self sustaining Develop cross border cooperation between network organisers Consider use of ICT to supplement networking meetings. Links to Sustainable Business Intervention below 	<ul style="list-style-type: none"> Improved business performance through shared learning, innovation and sharing of resources Increase procurement from local business and co-operation between them, thus retaining more money in the local economy 	<ul style="list-style-type: none"> Business Link Federation of Small Businesses Chambers of Commerce Flexible Support For Business
Increase engagement between schools and local businesses across the border	<ul style="list-style-type: none"> Education Business Partnerships Young Enterprise Young Chamber Llwybro Routes Skills Funding Agency 	<ul style="list-style-type: none"> Aging population with outward migration of young people, especially those going on to higher education and inward migration of older people 	<ul style="list-style-type: none"> Young people not aware of the opportunities in their area 	<ul style="list-style-type: none"> More engagement between schools and local businesses, especially in new vocational diplomas and apprenticeships Skill Builders programme to help make traditional skills and crafts more easily accessible to young people Forest Schools programme expanded New media skills shared between young people and existing businesses 	<ul style="list-style-type: none"> Increased awareness of attractive career opportunities in local area among young people Improved understanding of local economy and business community by schools. Improved awareness among businesses of the qualifications and skills of young people from local schools More qualified young people stay in the area More jobs for young people 	<ul style="list-style-type: none"> Chambers of Commerce NFU Skill Builders WAG DE&T Forestry Commission LEADER Local Action Groups Llwybro Routes Skills Funding Agency

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Bring together community organisations across the border to share good practice	<ul style="list-style-type: none"> LEADER cross-border knowledge Wales Council for Voluntary Action National Council for Voluntary Organisations County Voluntary Councils Councils for Voluntary Service 	<ul style="list-style-type: none"> Few existing networks cross the border Organisations serve people from across the border and face challenges in securing recognition and funding Potential for groups to share learning to increase effectiveness 	<ul style="list-style-type: none"> Lack of broadband limits ability to network 	<ul style="list-style-type: none"> Trial the concept by running one-off forums Short term resource support to emergent networks , to enable them to become self sustaining 	<ul style="list-style-type: none"> Improved awareness of what happens across the border Increased effectiveness of groups through shared best practice 	<ul style="list-style-type: none"> Rural Community Councils (England) Wales Council for Voluntary Action National Council for Voluntary Organisations County Voluntary Councils Councils for Voluntary Service

INTERVENTION 4: Develop Sustainable Tourism

PURPOSE: Strengthen the existing tourism offer in the England-Wales border areas, creating a distinctive sustainable tourism offer that supports and promotes the local brands.

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<p>Increase accessibility and connectivity :</p> <ul style="list-style-type: none"> Join up public transport, walking, riding and cycling routes Create Offa's Dyke Cycle Trail - a safe cycle route along the border - Link up with attractions, activities and other walking routes , such as an All Wales route linked to the coastal path or diversions from the Dyke to Mortimer's Trail 	<ul style="list-style-type: none"> Cross border access initiatives (MOU Mid Wales Transport Consortium) Green infrastructure project River Dee Initiative to create cycle track on Wye Valley Railway route Hereford's Black and White Village Trail – moving people without a car Wealth of attractions and routes: Pontcysyllte Aqueduct, Heather and Hillforts, University of the Outdoors at Hereford, British Waterways' canals Shropshire Hills, Wye Valley and Brecon Beacons tourism shuttle buses 	<ul style="list-style-type: none"> Improved access benefits visitors and locals With more to do, visitors stay longer and spend more Capture new market - landscape less challenging than Snowdonia, more attractive for families and older people Growing market for transport networks as a travel experience and for active holidays Increasing road traffic undermining tranquillity of rural areas Opportunity to improve health through increased activity levels 	<ul style="list-style-type: none"> Transport is a challenge for many Current transport planning works within borders rather than follow the potential markets and flows Need to balance needs of visitors with those of locals in e.g. bus timetabling Small numbers and long distances mean bus services not commercially viable Lack of flexibility to invest in cross-border transport projects 	<ul style="list-style-type: none"> Connect Offa's Dyke Trail to other walking paths and attractions Integrate timetables from key rail nodes with local and tourist bus services to meet tourists and locals needs Demand responsive transport pilots scheme Develop tourism transport services where necessary e.g. shuttle buses Develop safe cycle route along the border using old railways and quiet roads Integrate horse riding and mountain bike routes Walking for health schemes and exercise schemes 	<ul style="list-style-type: none"> Increased visitor numbers and spend meaning that Offa's Dyke Trail contributes more to the economy (income, jobs safeguarded, improved and created) Attract new audiences who do not want to use a car, who want a cycling holiday, or who are looking for a greener holiday destination Better access to local public transport, enabling increased employment and training opportunities Reduced carbon emissions Improved health 	<p>Local Authorities</p> <p>Visit Wales</p> <p>Heart of England</p> <p>LEADER Groups</p> <p>Offa's Dyke Association</p> <p>AONB's and Brecon Beacons National Park</p> <p>WAG Rural Network, Herefordshire Rural Hub</p> <p>CCW</p> <p>MOU Mid Wales Transport Consortium</p> <p>SUSTRANS</p> <p>Private transport providers</p> <p>Health services</p>

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<p>Strengthen local distinctiveness through links to the local community and economy:</p> <ul style="list-style-type: none"> • Use community based interpretation to build tourism projects; local guides • Ensure transport improvements meet local needs • Link to local facilities, food festivals and products. • Share best practice along border 	<ul style="list-style-type: none"> • Community based interpretation e.g. Open Churches Network; Community Welcome Scheme , Powys; Shropshire-Powys interpretation study • Rural bus services: Clwydian Ranger for tourists being complemented by flexible bus services for locals • Wealth of existing resources: Offa's Dyke Association of providers, Bishop's Castle Walking Festival, Glasu Culture, Heritage and Local Products • And mechanisms: Wye Valley Passport Scheme ties into local facilities, Cider Trail Hereford • Current developments around sustainable tourism e.g. Brecon Beacons National Park certification scheme 	<ul style="list-style-type: none"> • Visitors want a seamless service regardless of the border. • Building on ongoing work to promote the England-Wales borders area as a visitor destination. • The value of the area as a tourism destination is the landscape and character. of the area as a whole. • Real will to make more of Offa's Dyke. 	<ul style="list-style-type: none"> • Currently many visitors don't spend much money. • Most visitors only visit for the day • The challenge to maintain quality given different standards across the border e.g. for accommodation 	<ul style="list-style-type: none"> • Promote Green tourism certification scheme along the border • Community-based interpretation and tourism projects, for example integrated tourism guides • Buy local campaign for visitors and locals • New Offa's Dyke Festival 	<ul style="list-style-type: none"> • Trail contributes more to the economy (income, jobs safeguarded, improved and created) • The area's tourism product/offer is strengthened as draws out local distinctiveness • The communities and general public are more aware of and understand more about their area. • The communities can take ownership of tourism development • Increased sense of place and pride – stronger local identity 	<p>BBNP and AONBs</p> <p>Mid-Wales Tourism Partnership</p> <p>CCW</p> <p>AWM</p> <p>LEADER Local Action Groups</p> <p>Tourism Associations</p> <p>Destination Management Partnership- Shropshire and Herefordshire</p> <p>County Food Groups</p>

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<p>Provide seamless information to visitors about both sides of the border:</p> <ul style="list-style-type: none"> • Border portal • Coherent offer to visitors along the border 	<ul style="list-style-type: none"> • CCW Countryside Access and Rights of Way interactive maps; Walkers are Welcome scheme (Prestatyn, Bishop's Castle etc) links walks and facilities • Joint marketing initiatives: Cotswold and Forest of Dean joint marketing initiative for tourism business 	<ul style="list-style-type: none"> • Day visitors market may be bigger than staying visitors in terms of spend 	<ul style="list-style-type: none"> • Potential confusion between brands • Gaps in broadband service will make it hard for some communities to participate • Different tourism grants and administration structures in England and Wales, with difficulties making connections at present. 	<ul style="list-style-type: none"> • Border portal to showcase the border area and make it easy to find activities, accommodation, transport • Tourism businesses along the border develop shared packages 	<ul style="list-style-type: none"> • Increase number of visitors by making it easier to package visits • Increase locals access to attractions and facilities in their area • Reduce duplication and cost 	(As above)

INTERVENTION 5: Border Link

PURPOSE: To enable businesses and the voluntary and community sector to thrive in the England-Wales border areas.

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<ul style="list-style-type: none"> Pro-active business support, covering both sides of the border, complementing existing services with increased engagement and sign-posting 	<ul style="list-style-type: none"> Shropshire Hills Sustainable Business Scheme, Business Link use of local champions to engage with farmers Enterprise HQ Shropshire to support micro-businesses. Chambers of Commerce working with and on behalf of local businesses on cross border regulatory issues Chambers of Commerce providing business engagement support to Business Link across the West Midlands 	<ul style="list-style-type: none"> Businesses incurring cost in overhead of dealing with two sets of administration and in meeting different accreditation requirements across the border Businesses find it hard to find the right advice and funding Home working and micro business is a growing sector 	<ul style="list-style-type: none"> Business advice tied to targets based on growth and increased productivity, where for many border businesses the objective is keeping going Additional resource needed to engage with many small rural businesses that may not see what business advice can offer them. Lack of definitive information about current businesses along the border Lack of awareness of some of the opportunities that can be presented to businesses through joint working and new initiatives. Patchy access to broadband 	<ul style="list-style-type: none"> Appoint area co-ordinator with knowledge of systems on both sides of the border Proactive outreach to businesses and organisations through local champions (including volunteers) 	<ul style="list-style-type: none"> Local business strengthened (income and jobs safeguarded, improved and created) Improved rates of business survival New business start ups Business innovation and diversification Increased skills among employers and employees 	<ul style="list-style-type: none"> Business Link Federation of Small Businesses Chambers of Commerce Flexible Support For Business WAG – DE&T Social Enterprise West Midlands Partners for Social Enterprise Social Enterprise Coalition Cymru Local Strategic Partnerships National Farmers Union of Wales National Farmers Union Forestry Commission National Trust English Heritage

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<ul style="list-style-type: none"> Proactive support for community organisations. A broker or enabler role to complement existing services with engagement and sign-posting, and connecting the group to the right person to move things forward. 	<ul style="list-style-type: none"> Rural Community Councils (England) Councils for Voluntary Service County Voluntary Councils 	<ul style="list-style-type: none"> Community groups working across the border incurring overhead of dealing with two sets of administration and meeting two sets of funding requirements across the border Groups finding it hard to find the right advice and funding Hard to get funding where beneficiaries are over the other side of the border Potential for local groups to provide services 	<ul style="list-style-type: none"> May be hard to find right person to provide support as need to have good understanding of wide range of sectors and the structures. Cost of “joining things up” is currently borne by community groups and hidden from service providers. 	<ul style="list-style-type: none"> Appoint area co-ordinator with knowledge of systems on both sides of the border (possibly the same person as the business support?) 	<ul style="list-style-type: none"> More effective community groups working across the border Better service provision within the borders for community groups More groups able to provide service delivery as initial barriers to group formation and entry into service delivery reduced 	<ul style="list-style-type: none"> Rural Community Councils (England) Councils for Voluntary Service County Voluntary Councils

INTERVENTION 6: Support more Sustainable Business - Eco Innovation

PURPOSE: Demonstrate how businesses can meet the challenge of climate change

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<ul style="list-style-type: none"> Help businesses to adapt to climate change, tied in with the Border Link Intervention. 	<ul style="list-style-type: none"> Community based energy businesses e.g. Sharenergy Commitment to low carbon e.g. electric bike race Tour de Presteigne 	<ul style="list-style-type: none"> Opportunity to demonstrate how rural business can adapt Build on existing assets such as wood, water Climate change will have progressive impact on local economy over coming decades Existing local organisations and initiatives with a core interest in this field e.g. Marches Energy Agency 	<ul style="list-style-type: none"> Climate change impacts seem distant compared to more immediate challenges Adapting to and mitigating climate change seen only as problems and threats; the opportunities to bring business benefit not always recognised. 	<ul style="list-style-type: none"> Develop sector groups to develop mitigation plans and to identify and seize opportunities <ul style="list-style-type: none"> Agriculture and horticulture Manufacturing including small scale workshops Tourism Built Environment 	<ul style="list-style-type: none"> Make local economy more resilient to climate change by mitigating damaging effects and adapting business plans and practice Maximise the benefits from the opportunities presented. Safeguard existing income and jobs , create new jobs Border area seen as a leader in the field 	<ul style="list-style-type: none"> Chambers of Commerce Business Link Flexible Business Support National Farmers Union Carbon Trust Marches Energy Agency Severn-Wye Energy Agency Local Authorities
<ul style="list-style-type: none"> Reduce the impact of businesses on the environment, tied in with the Border Link Intervention. 	<ul style="list-style-type: none"> Community based schemes such as Wasteless Society, Light Foot Enterprises, Severn-Wye Energy Agency, Marches Energy Agency Green Dragon and Green Achiever Schemes Shropshire Hills Sustainable Business Scheme Carbon Trust energy surveys and Interest free loans for investment in appropriate technology. Rethink grants 	<ul style="list-style-type: none"> Cost savings Reduction in environmental impact Opportunity to demonstrate low-carbon business Opportunities to increase business efficiency and competitiveness 	<ul style="list-style-type: none"> Distances between businesses greater than in urban environment and therefore more expensive to support Low carbon transport services rarely available 	<ul style="list-style-type: none"> Cluster businesses to gain support in improving their performance e.g. to get over threshold for Carbon Trust Energy Surveys Create co-operative schemes such as waste exchange, shared transport systems, shared procurement 	<ul style="list-style-type: none"> Reduce carbon footprint and other environmental impacts Create green, sustainable image for the area Strengthen linkage between businesses, to encourage more local inter-trading and keep more wealth in local economy Reduce procurement and delivery miles 	<ul style="list-style-type: none"> WAG – DE & T Business Link Flexible Business Support Chambers of Commerce AWM Light Foot Enterprises Severn-Wye Energy Agency Marches Energy Agency Carbon Trust Local Authorities

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ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<ul style="list-style-type: none"> Innovation R & D. Tied into Border Link intervention. 	<ul style="list-style-type: none"> Knowledge Exchange Partnerships e.g., Contact KE in West Midlands (Ending July 2009) Individual contacts with universities and research organisations 	<ul style="list-style-type: none"> Develop new low-carbon or adaptation technologies to sell Need to make existing knowledge accessible to businesses especially SMEs Increasing drive for knowledge exchange and commercialisation by universities 	<ul style="list-style-type: none"> Lack of businesses awareness of how to access innovative technology Lack of support in the application of new technologies 	<ul style="list-style-type: none"> Link business needs and opportunities to research institutions Raise awareness of the opportunities presented by innovation Business clusters engaged in innovation and R&D 	<ul style="list-style-type: none"> Create new business opportunities Higher levels of innovation in all sectors Increased levels of R&D activity throughout the area Increased efficiency and productivity Higher skill levels 	<p>Business Partners as above</p> <p>Universities and Research Organisations specialising in low carbon and adaptation technology</p>

INTERVENTION 7: Thriving Communities

PURPOSE: Increasing the resilience of local communities

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<p>Maintaining and strengthening community services and facilities</p> <ul style="list-style-type: none"> – Halls/centres – Transport – Grassroots activities – Shops, pubs – Affordable housing 	<ul style="list-style-type: none"> • Strong LEADER and Local Action Groups, with obligation to develop cross-border co-operation groups • NEXUS small grants • Wealth of community groups and initiatives including Pub is the Hub, Open Churches Network. • Multi-use facilities • Communities with experience of overcoming challenge of the border e.g. Llanymynech 	<ul style="list-style-type: none"> • The need to maintain and provide community services and facilities: shops closing, services being centralised. • Need to create new and strengthened livelihoods • The need to ensure that disadvantaged and vulnerable community members can access services, given isolation and poor transport 	<ul style="list-style-type: none"> • The area's location outside WAG's target regeneration areas and European funding zones. • The rurality of the area and centralised policy making, making service provision more difficult • Differences between LEADER priorities in Wales and England 	<ul style="list-style-type: none"> • LEADER to deliver projects to overcome the cross-border challenges facing communities • Support for social enterprises to provide community services – tied to Border Link Intervention 	<ul style="list-style-type: none"> • Residents' access to services continue and improve. • People are able to continue to live and work in the area. • Communities are more inclusive. • Settlements are more resilient. 	<p>LEADER</p> <p>WAG Rural Network</p> <p>Rural Hubs</p> <p>Community anchor organisations and community groups.</p> <p>Local Authorities</p> <p>Primary Health Care Trusts</p> <p>One Voice Wales</p> <p>Herefordshire Association of Local Councils</p> <p>Shropshire Association of Local Councils</p>
<p>Increased local resilience and low carbon lifestyles</p>	<ul style="list-style-type: none"> • Strong third sector and community groups e.g. Wasteless Society, Light Foot • Emerging transition towns movement along the borders (Hay on Wye, Bishops Castle). 	<ul style="list-style-type: none"> • The need to tackle climate change. • The drive of residents to change the way they live and work. 	<ul style="list-style-type: none"> • The scale of change needed, and the complexity of some of the issues. • Transition towns initiatives are independent, may not want to be linked to government initiatives • Lack of broadband limits ability to network and tap into shared Web-based resources 	<ul style="list-style-type: none"> • Support to scale up and/replicate good practice initiatives along the border • Support and training for community leaders 	<ul style="list-style-type: none"> • Ways of living and working have less of a negative impact on the environment than at present. • People are able to adopt new ways of living and working. • The England-Wales border areas are seen as field leaders. • More cohesive and resilient communities 	<p>Existing community and third sector organisations at different levels matches to delivery actions</p>

INTERVENTION 8: Benefiting from Natural Resources

PURPOSE: Making use of and showcasing the area's natural resources in a responsible way

ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
<ul style="list-style-type: none"> Conserving and enhancing the landscape 	<ul style="list-style-type: none"> AONB's co-operating along the border Projects to link and enhance green spaces: Severn and Wye Living Landscapes Project, Green Infrastructure Dee Valley 	<ul style="list-style-type: none"> The inherent high quality of the area's natural resources, A recognised need to conserve and enhance the area's natural resources in order to provide platform for economic development, e.g. tourism. Need to respond to threat of Climate Change 	<ul style="list-style-type: none"> Concern for negative impacts on the natural resources themselves. Economic activity related to natural resources may not be high value. European agri-environment schemes operate differently in England and Wales 	<ul style="list-style-type: none"> Land-based initiatives connected with one another to share development opportunities and best practice. Low carbon advice for farming and land-based businesses (links to Eco Innovation) "Making Conservation Pay"- Supply chain development of local products that in themselves help conserve and enhance the environment. Links to agri-food initiatives. 	<ul style="list-style-type: none"> The unique natural resource base is maintained and enhanced. Natural resources contribute more to the economy (developing industries, safeguarding & creating jobs, maintaining diversity of work). Lower carbon footprint The natural resource base is valued and sustained. Strengthen linkage between local businesses, retain more £££s in local economy 	<ul style="list-style-type: none"> CCW BBNP, and AONBs Natural England Wildlife Trusts Mersey Dee Alliance Sustainability and Environment Group Biodiversity Partnerships
<p>Taking the lead with renewable energy and sustainable construction</p> <ul style="list-style-type: none"> Woodfuel Windpower Hydro power 	<ul style="list-style-type: none"> Support for community owned energy businesses e.g. SHARE Energy Woodland supply chain initiatives e.g. Heartwoods Coed Cymru woodland and water management initiatives 	<ul style="list-style-type: none"> Growing track record in sustainable development e.g. renewables technologies. The need to tackle climate change. 		<ul style="list-style-type: none"> Continued support development of community owned energy and sustainable construction initiatives Development of local supply chain for sustainable construction and promotion of green building 		<ul style="list-style-type: none"> CCW Coed Cymru Forestry Commission Environment Agency

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ACTIVITY	WHAT DO WE ALREADY HAVE? (EXAMPLES)	DRIVERS	BARRIERS	SUGGESTED OUTPUTS	INTENDED OUTCOMES	KEY PARTNERS
Harnessing the value of water – Flood control – Potable supplies – Ecological role	<ul style="list-style-type: none"> EA water basins plan Wildlife trusts audit of economic and social impacts of rivers Pontbren erosion prevention programme 	<ul style="list-style-type: none"> Economic and social impact of flooding makes effective catchment management an imperative Historical role of the area in water supply for urban areas in England 	<ul style="list-style-type: none"> Complexity of administrative and organisational boundaries in catchments 	<ul style="list-style-type: none"> Development of co-operative activities through MOU Environment Group Development of (EA hosted) cross border catchment projects 	<ul style="list-style-type: none"> Risk of flooding is reduced 	EA Local Authorities Forestry Commission Wales/West Midlands Natural England
Local food/produce	<ul style="list-style-type: none"> Monmouth Agrifood initiatives Clun Valley Organics Glasu Local Products Ludlow Food Centre Shropshire Hills “Buy Local” Initiative 	<ul style="list-style-type: none"> Potential to improve quality, reduce costs and increase market for products by joint marketing Potential to stimulate new micro-businesses by building stronger local supply chains Links with local tourism providers to promote local produce 	<ul style="list-style-type: none"> There can be different interpretations of ‘local’, whereby produce from across the border is not considered local. Tension between local shops and farmers markets 	<ul style="list-style-type: none"> Clusters of local product groups sharing quality assurance, marketing and logistics, with well developed supply chains Strengthen the markets in local towns ‘Buy local’ campaign targeted at locals and tourists 		National Farmers Union Farmers’ Union of Wales LEADER Groups Local Authorities Food groups Farmers Markets