Appendix A - INTERVENTION LOGIC TABLE

Vale of Glamorgan Local Action Group 2014-2020

Development Needs / Opportunities	Specific Objective	Strategic Fit	Type of actions to be supported	Outputs	Output Target	Contribution to cross-cutting themes	Who will be involved	Timeline
	ding value to	Vale of Glamorgan LDS Priority: PR1	 Improve access to underused assets by locals and visitors (Visitor centres, gardens, lighthouse etc.) Developing the night-time economy of the coast Support new slipway (funded and associated facilities for small sailing craft, surfing, wind. surfing and canoes Festival of the Sea (to help deliver the above 3): Open call out for activity development that makes use of the slipway, followed by further open call to develop activities into robust events in their own rights marrying with food, entertainment and on shore activities to create mini events, or one large event, links well with Year of the Sea, hits all the outstanding actions in one. Initial Action: Preliminary research to determine what type of activity would be permitted or appropriate to our coastline. 	Number of Feasibility Studies Number of Networks established Number of pilot activities undertaken/supported Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged	3 1 2	Sustainable Development Integrated Natural Resource Management, Green Tourism products, ecosystems approaches to generate business and community knowledge of natural resources Equal Opportunities Volunteer training for skills as pathways to work and training, pilot activity with young people, group apprenticeship testing, knowledge available to all Poverty and Social Inclusion Disadvantaged groups engaged in volunteer programmes, business mentoring/champions to support business development, business supply chain development to support job creation	3rd Sector Organisations Visit Wales Other Councils Council Businesses Tourism & Trade bodies Business Wales	Years 2-6
			Itinerary development – Trial new transport options for people and luggage. Look into existing offer elsewhere, how transferable would that be to the Vale. Possibly put on the ENRD Co-operation portal. © Develop business networking and collaboration to support the above; including business mentoring. © Pilot project to trial pop-up restaurants along the coast. © Pilot project to trial pop-up events along the coast.	Number of participants supported	40	Welsh Language Integrated into interpretation, signage, and visitor information. Potential for welsh language holidays. Potential for developing welsh language skills in the tourism sector through training.		

			 Pilot project with planners to allow food retail and small-scale accommodation at key points along Heritage Coast. Improve signage and interpretation along the coast, using single brand identity. Integrate local art, craft and performance into coastal landscapes. 					
1 B: Extensive historic assets could be used to create more economic value	To increase the business and employment potential of heritage assets	Vale of Glamorgan LDS Priority: PR1	 Pilot project to trial pop-up restaurants at historic venues Pilot project to trial pop-up events at historic venues Exploring the role of film tourism across the county, coast and country parks Support businesses creating quality offers to exploit the sense of place Vale Film Festival to help achieve the above 4: Open call out to invite participants to celebrate the role of film at their establishment or community. A series of events wrapped up as a film festival. This could include location tours, historic & legendary screenings, industry insights, or sense of place development. Include toolkit so that proprietors know what they can legally do within copyright right with regards to promoting filming locations. Preliminary action: Feasibility study to look at the film content of the Vale, what has been filmed here, who is famous, what already takes place etc. Study to also case studies from other areas to give inspiration for new types of ways to maximise the value of film in the Vale. Study and preliminary Toolkit to be developed ahead of the call out to give participants a 'Film Palette and Practical Guide' so they are clear on the history and the practicalities. Developing the Vale as a destination for school visits. Feasibility studies to test potential of cafes, shops and events at major heritage sites. (Dunraven) 	Number of Networks established Number of pilot activities undertaken/supported Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	1 2 4 10 20	As above	3rd Sector Organisations CVC Council Businesses Tourism & Trade bodies Screen Commission Visit Wales CLA Schools NHS CADW NRW	Years 2-6
1C: Potential to capitalise on activity in natural environment is under-developed	To increase the business and employment potential of	Vale of Glamorgan LDS Priority: PR1 PR4	Pilot project investments to adapt accommodation and catering premises to support cycling Feasibility Study into Cycling in the Vale to support the above.	Number of Feasibility Studies	2	As above	Council Businesses Tourism & Trade bodies	Years 2-6

outdoor activities	 Who is cycling here, what do they want/need? What is our cycling offer/who is our target market? How would we attract that target market to come here? Can our roads/routes cope with more cyclists? What would be the impact? Could be a number of smaller initiatives off the back of this to get ourselves cyclist ready, such as improvements to cafes, accommodation, information etc. Promoting Cyclists welcome scheme from VW. Invite through open call. Separate Study into the feasibility of the Aberthaw and Hensol dis-used railway lines to create new cycle ways. Is this an impossible project? Further development of the walking product; including specific trails such as St Illtuds Trail & Historic Wells, or themed walks such as food/heritage. Pilot innovative income generation using Vale Trails print stock to increase sustainability for Vale Trails and other printed products. Pilot village workspace hubs in village halls, pubs Development of 'Dog Friendly' tourism and 'Dog Friendly Towns/Destinations'. 	Number of pilot activities undertaken/supported Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	845		Walking and Cycling Bodies / groups CLA Visit Wales NRW	
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Theme 2: Facilitating pre-commercial development, business partnerships and short supply chains.

Business Innovation Laboratory

Development Needs / Opportunities	Specific Objective	Strategic Fit	Type of actions to be supported	Outputs	Output Target	Contribution to cross-cutting themes	Who will be involved	Timeline
2A: Proximity of Cardiff Capital City Region offers opportunities for stronger economic links. Possible benefits from exploring opportunities for increased collaboration	Maximise economic benefit to the rural Vale from being part of the Cardiff Capital Region	Vale of Glamorgan LDS Priority: PR2 PR4	Develop co-operation project with other City Regions to learn how other rural areas have been affected by being part of a City Region. Develop opportunities for collaborative learning in relation to tourism and businesses from the City Region. © Improve access to early stage business advice and investment – delivered by Business Wales & Council's restructured Economic Development Team. © Promote local labour and training schemes during construction phase – delivered by Business Wales & Council's restructured Economic Development Team.	Number of pilot activities undertaken/suppor ted Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	1 2 3	Sustainable Development Sustainable transport opportunities, building local supply chains, reducing the need to travel Equal Opportunities Linking tourism and diversity in the city region, linking young people into research opportunities Poverty and Social Inclusion Disadvantaged groups engaged in volunteer programmes Welsh Language Fully accessible bilingual local information.	9 other Authorities Welsh Govt Business Wales 3 rd Sector Organisations Council Businesses Tourism & Trade bodies	Years 2-6
2B: Provision of a wider range of business accommodation in the rural Vale.	Explore opportunities for utilising underused and redundant spaces and supporting their redevelopment for business use		 Identify and facilitate opportunities for developing redundant and underused rural buildings into rural workspaces. Develop a network of businesses looking for rural workspace 	Number of Feasibility Studies Number of pilot activities undertaken/suppor ted	1		3 rd Sector Organisations Council Businesses Tourism & Trade bodies Farming Unions CLA Business Wales	Years 2-6
2C: Exploiting opportunities for making use of local and organic food.	Increase use of local produce to add value, shorten supply chains and develop local produce.	Vale of Glamorgan LDS Priority: PR1 PR3	Establish a call for pilot Business to Business (B2B) and Meet the Buyer events to encourage networking and collaboration. © Food Supply Chain Project" Build local networks between food and drink producers, processors and local outlets in support of local use of local food and	Number of Feasibility Studies Number of pilot activities undertaken/suppor ted	1	Sustainable Development Integrated Natural Resource Management, Green Tourism products, ecosystems approaches to generate business and community knowledge of natural resources	3 rd Sector Organisations CVC Council Businesses Tourism & Trade bodies	Years 2-6

		drink products. Wholesale intermediary body. Approved early 2017. Regional project led by Bridgend. © Explore opportunities to supply schools and hospitality providers within the Vale with produce grown and reared in the Vale. © Investigate commercial kitchen for testing new products and large scale commercial production. © Undertake research to identify potential for shared local production facilities to add value to produce and increase farmer incomes.	Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	4 30	Equal Opportunities Pilot activity with young people, group apprenticeship testing, knowledge available to all Poverty and Social Inclusion Disadvantaged groups engaged in volunteer programmes, links with community food growing initiatives in areas of disadvantage Welsh Language Integrated into interpretation, signage, visitor information as a cultural component	Local Producers Farming Unions Welsh Govt Business Wales Farming Connect	
2E: Explore business needs around the Enterprise Zone	Develop more business tourism opportunities Creating links between the businesses in and around the enterprise zone	Identify potential for local companies to provide services to major occupiers (e.g. lunches, childcare, after work activities). To develop visitor information / activity packages about the Vale for business hotel accommodation. Pilot projects to marry supply and demand behind and outside the wire.	Number of Feasibility Studies Number of pilot activities undertaken/supported Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	1 1 2 2 30		3rd Sector Organisations CVC Council Businesses Tourism & Trade bodies Welsh Government Visit Wales Business Wales	Years 2-6

Theme 3: Exploring new ways of providing non-statutory local services Evolving Communities

Development Needs / Opportunities	Specific Objective	Strategic Fit	Type of actions to be supported	Outputs	Output Target	Contribution to cross-cutting themes	Who will be involved	Timeline
3A: Pressure on public funding offers all sectors a chance to innovate	To identify opportunities for services and assets	Vale of Glamorgan LDS Priority: PR3	1. Identify key assets and services important in the rural Vale that could be outsourced or done differently and possibly provided by local and community enterprises. Host event with stakeholders to support 1 to showcase best practice of case studies of how things have been done differently in order to inspire action. Pilot community delivery of non-statutory services. Identify potential locations (village halls / pubs etc.) for village hubs Support the five rural libraries already undergoing transfer to the local communities by piloting new activities, which both meet the needs of the community whilst creating essential revenue streams for the libraries. © Commission more in depth research into the specific 'poverty' factors in Llantwit Major and St Athan – Community Mapping undertaken in St Athan, Wenvoe and Rhoose. No mapping Llantwit as no demand locally. © Identify service needs of the community and pilot new ways of delivering these. – Delivered through the community mapping pilot project © Identify relevant buildings for community asset transfer and assist the communities to take on their assets to trail innovative services.	Number of pilot activities undertaken/supported Number of Community Hubs Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	1 3 1 2 15 100	Sustainable Development Volunteering schemes linked to environmental management, Equal Opportunities Time banking, community asset transfers, community bonds – all engaging whole community, Poverty and Social Inclusion Link with Barry Communities First Cluster and Vale of Glamorgan Tackling Poverty programme (using third sector assets) Welsh Language Fully accessible bilingual local information.	3 rd Sector Organisations CVC Council Businesses Tourism & Trade bodies	Years 2-6
3A: Pressure on public funding offers all sectors a chance to innovate	To raise income from community assets and vest some in community enterprises to support	Vale of Glamorgan LDS Priority: PR3	Pilot project(s) to: Identify potential net income from service charges Identify publically owned assets which could be transferred and vest with local community organisations	Number of Feasibility Studies Number of pilot activities undertaken/suppor ted	1	Sustainable Development Volunteering schemes, community engagement Equal Opportunities Time banking, community asset transfers, community bonds – all	3 rd Sector Organisations CVC Council Businesses Tourism & Trade bodies	Years 2-6

	economic initiatives in the Rural Vale		© Trial innovative ways of collecting revenue from printed resources such as Vale Trail leaflets & Tracker Packs, to ensure both their long term sustainability and the sustainability of future projects requiring print.	Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	3	engaging whole community, community training, resource sharing Poverty and Social Inclusion Volunteering as pathways to employment, time banking, community asset transfers, community bonds – all engaging whole community, community training, resource sharing, Link with Barry Communities First Cluster and Vale of Glamorgan Tackling Poverty programme Welsh Language Fully accessible bilingual local information.	One Voice Wales Other Councils	
3B: Local services require new sources of funding	To raise awareness of opportunities for local community funded schemes	Vale of Glamorgan LDS Priority: PR3	Undertake research into successful community funding schemes elsewhere including crowd funding, community bonds and community reinvestment trusts. © Establish Community Fund or equivalent – delivered thought the Strong Communities Fund, encompassing Council & S106 monies.	Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	2	As above	3 rd Sector Organisations CVC Councils WCVA Social Business Wales Foundations	Years 2-6
3C: Improve the wellbeing of communities in the rural Vale.	To address issues associated with rural isolation and the provision of wellbeing services in the rural Vale.		Facilitating new ways of enabling community self-learning. © Develop new community networks to identify opportunities for different styles of service delivery – Delivered through the Growing Community Spirit Project © Pilot innovative service provision to improve the well-being of families in the rural Vale. – Delivered through the Parent and Child Activities Together.	Number of Networks established Number of pilot activities undertaken/suppor ted Number of information dissemination actions/ promotional and/or marketing activities to raise	1	As above	3 rd Sector Organisations CVC Council NHS Welsh Govt Police Councils	Years 2-6

	awareness of the LDS and/or its projects.	3		
	Number of stakeholders engaged	35		
	Number of participants supported			

Theme 4: Renewable Energy at a Community Level Green Community Energy

Development Needs / Opportunities	Specific Objective	Strategic Fit	Type of actions to be supported	Outputs	Output Target	Contribution to cross-cutting themes	Who will be involved	Timeline
4A: Potential for greater deployment of renewables	To secure community support for more renewables	Vale of Glamorgan LDS Priority: PR3	Research joint ventures elsewhere between community organisations and renewable companies Host event for community reps showcasing what 'Community Energy' is, from the four strands: Save, reduce, buy, and produce. Invite speakers from cooperatives to show how they can operate in our area. May encourage some spin off explorer projects. Explore options for community transport schemes, or electric car deployment. Explore opportunities to include businesses in the target audience, building on the Green Dragon awards to generate interest in Community Renewables. © Eco Schools Challenge Autumn 2017	Number of Feasibility Studies Number of pilot activities undertaken/supported Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders engaged Number of participants supported	1 1 3	Sustainable Development: Focus on energy efficiency and community renewables, explore good practice elsewhere Equal Opportunities Community led renewables opportunities, engaging all parts of the community; information available to all Poverty and Social Inclusion Potential to explore pilot energy efficiency initiatives in fuel poverty target areas; work with disadvantaged and hard to reach groups, link with Barry Communities First Cluster and Vale of Glamorgan Tackling Poverty programme (energy champions) Welsh Language Fully accessible bilingual local information.	Council Renewable Energy Support agencies Welsh Government CLA NFU, FUW	Years 2-6
4B : Potential for community scale solar, wind and biomass	To research funding and investment models for community-owned renewable energies	Vale of Glamorgan LDS Priority: PR1 PR3	Explore investment models for community-owned renewable energies. Possible outcome of event above. © Covered in the Options Study: Explore appropriate technologies for the scale of the Rural Vale. E.g. – vertical windmills, geothermal, air source heat, bio crops	Number of pilot activities undertaken/suppor ted Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects	1 3	As above	Renewable Energy Wales, Forestry Commission Wales, NFU, FUW	Years 2-6

		Number of stakeholders engaged Number of participants supported	10		
4C: Energy efficiency and lower-cost renewables offer direct way to tackle local poverty	Vale of Glamor LDS Pri PR3	Mumber of pilot activities undertaken/suppor ted Number of stakeholders engaged Number of participants supported	1 3 10	Council Renewable Energy Support agencies Welsh Government	Years 2-6

Theme 5: Exploiting Digital Technology **Exploiting Digital Technology Development** Specific **Strategic** Type of actions to be supported Contribution to cross-cutting Who will **Timeline Outputs** Output Needs / **Objective** Fit **Target** themes be **Opportunities** involved Number of 5A: Potential to To aggregate Vale of Use public institutions to drive improved coverage. Sustainable Development: Superfast Years 2-6 **Feasibility Studies** local demand in Glamorgan Cymru, VoG increase use of Reduce the need to travel to access Idiots guide to accessing superfast broadband LDS Priority: Council, superfast order to services, maximise digital media to Number of including map of provision for the whole of the Vale PR4 encourage support sustainable travel in the Wales Coop broadband to information Workshops on cyber security, and digital training improve business faster rollout visitor economy Business dissemination opportunities being scoped Wales productivity and actions/ residents **Equal Opportunities** BT promotional and/or © Undertake a survey of all businesses in areas not ICT training for hard to reach groups Welsh marketing covered to gauge potential usage to improve access to information Government activities to raise and advice, community ICT hubs to Tourism and awareness of the © Around 80 responses to household survey LDS and/or its reduce lack of access to ICT Trade bodies identifying areas where problems were clustered. projects 3rd Sector 3 Most areas have been upgraded during 2017. Poverty and Social Inclusion NHS Number of Remaining isolated respondents will be contacted to Reduce costs of access to Police stakeholders establish current position. 10 information for disadvantaged **NRW** engaged people, training for greater ICT use to improve communications Number of participants Welsh Language supported Fully accessible bilingual local information. Number of pilot **5B:** Potential to To provide Vale of Scoping of existing training / providers needed As above Superfast Years 2-6 activities Cymru, VoG Support role of digital champions use superfast communities Glamorgan undertaken/suppor broadband to with the LDS Priority: Council, PR3 increase information © Consider gauging interest in training and offer to community PR4 those not currently using online calendars / booking. needed to and town community access Workshops / training to help individuals make the to services exploit digital councils Number of technology most of opportunities. information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects Number of stakeholders

engaged

10

				Number of	1			<u> </u>
				Number of participants supported				
5C: To provide upto-the-minute information for visitors	To increase sales and productivity in local businesses	Vale of Glamorgan LDS Priority: PR1	Using the current tablet stock; roll out innovative ETIPs (E-Tourism Information Points) across the Vale	Number of pilot activities undertaken/suppor ted	1	As above	Vale of Glamorgan Tourism Association,	Years 2-6
		PR4	Digital tip project being developed under attractive vale sub group to trial new mechanisms for digital tourism engagement	Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the	1		Visit Wales, VoG Council	
				LDS and/or its projects	3			
				Number of stakeholders engaged	5			
				Number of participants supported				
5D: visitor economy businesses are falling behind and	To increase sales and productivity in local businesses		Run courses/surgeries/121 to increase use of social media by local businesses, especially tourism businesses, to be 'proactive' on social media, but also up-skill to 'reactive' so that businesses can	Number of pilot activities undertaken/suppor ted	1	As above Welsh Language Integrated into interpretation,	Visit the Vale, Communities First	Years 2-6
could improve web presence and use of social media		PR4	respond to Trip Advisor etc. © Create single visitor web gateway to the Vale - Visit the vale website has been refreshed and is now the single gateway for the vale.	Number of information dissemination actions/	1	signage, and visitor information as a cultural component. Potential for developing welsh language skills in the tourism sector through training.		
				promotional and/or marketing activities to raise awareness of the LDS and/or its projects	3			
				Number of stakeholders engaged	30			
				Number of participants supported				

PR1. Create more economic value from the natural and historic environment. PR2. Maximise the benefit of being part of the Cardiff City region.
PR3. Encourage local businesses and community enterprise to provide local services PR4. Improve digital usage within businesses and communities.

Cooperation			T		
Areas above which may lend themselves to cooperation	Work with stakeholders to develop visitor itineraries across a region or themes such as historic gardens, or a pilgrims trail. Possible scope for transnational Cooperation.	Number of Networks established	3	UK & EU LAGS. UK and EU Rural Networks.	Years 3-6
activities include all of the above. Not exhaustive.	Work with other LAGs to identify innovative solutions using digital technology.	Number of pilot activities undertaken/supported	3	Any EU and non EU Private Public Partnership.	
	Innovative approaches to asset transfer and community led service delivery.	Number of information dissemination actions/ promotional	6	Any sector.	
	Research joint ventures elsewhere between community organisations and renewable companies.	and/or marketing activities to raise awareness of the LDS	6		
	Work collaboratively to explore the role of film tourism as an economic driver.	and/or its projects Number of	10		
	Work with other Lags to identify solutions to supply Chain issues across a variety of sectors.	stakeholders engaged Number of			
	Identify low cost cooperation solutions to ensure maximum value for the LAG	participants supported	50		

LD- CL.001	Number of Feasibility Studies	13
LD- CL.002	Number of Networks established	3
LD- CL.003	Number of jobs safeguarded through supported projects	0
LD- CL.004	Number of pilot activities undertaken/supported	22
LD- CL.005	Number of Community Hubs	1
LD- CL.006	Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects	32
LD- CL.007	Number of stakeholders engaged	84
LD- CL.008	Number of participants supported	400

Total Suggested Cooperation indicators (in addition to those above)
No cooperation projects have been identified yet, but they are likely to fall under themes one two and three. We envisage a total of 3 Cooperation projects over the period with the first one likely to take place in late 2018.

LD- CL.001	Number of Feasibility Studies	0
LD- CL.002	Number of Networks established	3
LD- CL.003	Number of jobs safeguarded through supported projects	0
LD- CL.004	Number of pilot activities undertaken/supported	3
LD- CL.005	Number of Community Hubs	0
LD- CL.006	Number of information dissemination actions/ promotional and/or marketing activities to raise awareness of the LDS and/or its projects	6
LD- CL.007	Number of stakeholders engaged	10
LD- CL.008	Number of participants supported	50