



CUMBRIA FELS & DALES  
LEADER + PROGRAMME

*Valuing the landscape, valuing its products*



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# LEADER & Sustainable Communities

**Adrian  
Banford  
Cumbria Fells and Dales LEADER Local  
Action Group**

# What is LEADER



# LEADERGENESIS

- **LEADER I** – experimental / remote
- **LEADERII** – hill areas / social/ environmental and Economic local action
- **LEADER+** - focused (AV,QoL,ICT,NC)
- **RDPE LEADER** – ‘Mainstream’
- **Next LEADER** – Jobs and Growth

# What LEADER Cumbria has done

- Invest in social and community business
- Support networks
- Add value to local produce
- Quality of life
- Best use of natural and cultural character

# LEADER now & the Future

- Community planning
- Village Agents
- Farm Family approach
- Sense of place (ecomuse, terroir)
- Rural Growth network
  
- Whole Valley planning

# How & Why does LEADER work

- Animated
- Not just a bunch of projects – integrated
- Leverage
- Addresses local needs, in priority.
- Uses local knowledge in decisions
- Buy in / local ownership
- Apolitical
- Flexibility
- More than the sum of the parts
- Trust



A photograph of a family of four standing in front of a two-story stone building. The family consists of a man on the left wearing a black vest over a pink shirt, a woman in the center wearing a purple and white patterned top, a young girl in a green dress standing in front of her, and a man on the right wearing a light blue plaid shirt. The building behind them is made of grey stone with several windows and a dark roof. The background shows a green field under a cloudy sky.

EMPOWERMENT

PEOPLE MAKE THE DIFFERENCE

TRUST ME, I'M THE DOCTOR



**CRITICAL FRIEND**