

Future Landscapes Wales
Catalysts for Economic Development
Short, Medium and Long Term Action Plan

Action	Short term	Medium Term	Long Term	SD Principles	Who*
<u>Introduction of Third Statutory Purpose</u> <i>To promote integrated resource management with economic and community development which supports the over-all cultural heritage of the area. (Marsden)</i>				Long Term	WG
<u>Governance</u> <i>Ensure that a review of governance structures for Designated Landscapes facilitates the engagement of business interests and expertise.</i>				Collaborate Involve	WG
<u>Measuring Success</u> <i>Develop a series of indicators drawing on the National SD indicators in order to measure success in relation to achieving Goals: – What will a Prosperous Wales look like? – What will a Resilient Wales look like?</i>				Integrate	PG
<u>Place Planning</u> <i>Produce a robust Toolkit in order to facilitate a consistent approach to the production of Place Plans whilst recognising they will need to be different according to local needs and involve future generations of the community.</i>				Involve	DL
<i>Produce a series of Case Studies of successful Place Plans to highlight success factors and learning points.</i>				Collaborate	DL
<i>Develop an Action Plan that will support the production of Place Plans beyond Designated Landscapes.</i>				Involve	PG
<i>Look at the opportunities to link Place Plans to Tourism Growth particularly in respect of alternative markets such as Dark Skies and Geo Parks.</i>				Involve Integrate	PG
<u>Green Growth</u> <i>Investigate work already taking place and how Designated Landscapes can contribute positively such as Green Apprenticeships.</i>				Collaborate	PG

<i>Investigate opportunities to strengthen the DL brand both locally and nationally within the tourism sector.</i>				<i>Collaborate</i>	<i>PG/DL</i>
<i>Review funding priorities of SDF schemes in order to ensure they are being effective in supporting local economic initiatives based on local priorities and need. Link to Place Planning.</i>				<i>Prevention</i>	<i>DL</i>
<i>Identify opportunities for increased resources into SDF as a key pump primer for further investment – look at local Visitor Payback models, use of plastic bag tax proceeds, etc.</i>				<i>Integrate</i>	<i>DL</i>
<i>Drawing on best practice and ecosystems services principles, implement a place specific pilot agri-environment scheme responding to local needs as a potential replacement for generic pan Wales schemes.</i>				<i>Long Term</i>	<i>DL</i>
<i>Establish a network of DL officers to share best practice to develop local food supply chain initiatives and community based renewable energy schemes</i>				<i>Collaborate</i>	<i>DL</i>
<i>Meet with the Green Growth energy team to address perceptions of barriers to renewable energy development in National Parks.</i>				<i>Prevention</i>	<i>NPW</i>
<i>Engage in dialogue about the urgent needs for broadband connectivity whenever possible.</i>				<i>Prevention</i>	<i>ALL</i>
<i><u>Payments for Ecosystem Services</u> Establish public / private sector partnerships in order to establish a mechanism to effectively promote the product to the commercial market.</i>				<i>Collaborate</i>	<i>WG</i>
<i>Develop and recruit the marketing and sales skills necessary to develop the market to serious funders.</i>				<i>Involve</i>	<i>WG</i>
<i>Engage with the Future Generations Commissioner to discuss the value of DLs as laboratories for practical sustainability.</i>				<i>Involve</i>	<i>DL</i>

*Key:

- WG** = Welsh Government
- DL** = Designated Landscapes
- PG** = (New) Project Group
- NPW** = National Parks Wales
- SD** = Sustainable Development