



adventa

S U M M E R 2 0 0 9

Rural Development Programme—Monmouthshire



LtoR: Gerry Barker; Cath John; Louise McGuinness; Sandy Greenslade; Erica Sheppard; Becky Hughes; Simone Teunissen; Zara Bligh

- Local Food & Drink
- Tourism
- Timber
- Festivals & Events
- SCE
- Tidy Towns/ Tidy Local Communities

adventa is now delivering its third Rural Development Programme (RDP) for Monmouthshire County Council (MCC). Funding is through the European Agricultural Fund for Rural Development, the Welsh Assembly Government (WAG) and MCC with the overall aim of improving and sustaining the local rural economy. This Programme runs from June 2008—February 2011. adventa reports to a Local Action Group (LAG) and an RDP Partnership that meet quarterly, the members are representatives from public, private, voluntary and community groups.

The Chairman of adventa is Antony Smith, he is also a Director of Wyastone Estates Ltd and Administrator of The Nimbus Foundation.



adventa's projects relate to key

rural business sectors in Monmouthshire—food and drink, tourism, timber and festivals and events.

Cath John is adventa's Programme Manager and also Programme Manager for Supporting Community Enterprise (SCE) and Tidy Towns: Tidy Local Community under WAG's "Tidy Towns" Initiative funding.



SCE is the new RDP co-operation project between Monmouthshire and Northern Marches Cymru which seeks to develop collaborative working between Monmouthshire and Wrexham, specifically with community and social enterprises.

This newsletter offers a brief overview of the projects adventa is working on but for further information, please refer

to our adventa website, www.adventa.org.uk

adventa has had a particularly busy year since Monmouthshire became the True Taste Food Tourism Destination of Wales 2008/09, with a range of promotional events.

Other events over the coming months include:

13th August 2009, F&E "Greening your Festival", Usk-louise@adventa.org.uk

27th August 2009. adventa projects exhibiting at Monmouthshire Show in Country-side Marquee.

16th September 2009 Eurovision Pudding Contest, Tith Barn, Abergavenny

19/20th September 2009 Made in Monmouthshire at Abergavenny Food Festival.

6th October 2009 Village Halls Forum, Shirley@adventa.org.uk

Food and Drink

Monmouthshire has long been recognised as a county with an excellent local food and drink



offer. In November 2008 this recognition was formalised in the form of [The True Taste of Wales Food Tourism Destination Award](#).

Sandy Greenslade, Lead Food

Officer (sandy@adventa.org.uk) and Simone Teunissen, Food Marketing Officer (simone@adventa.org.uk) are now working on their new food projects.

Food Works—An Axis 1 supply chain efficiency project which involves working with wholesalers and producers and hospitality providers. Amongst activities, a feasibility study is going to be undertaken of the potential of a consumer/producer food hub in Monmouthshire.

adventa is also involved with information dissemination and guidance to businesses and is keen to

encourage networking and sharing of best practice within the local food and drink sector.

Made in Monmouthshire— This project supports local food and drink producers, in association with artists and craftspeople. The intention is to raise awareness of Made in Monmouthshire businesses.

Regular forums encourage networking and collaboration, as well providing information and training opportunities.

More information available on www.mim.adventa.org.uk.



Monmouthshire
— True Taste
Food Tourism
Destination of
Wales 2008/09

Tourism

Monmouthshire certainly has more than it's fair share of inspiring attributes. From historic gems to natural wonders, there are many reasons why visitors should come to the County.

adventa works with tourism businesses and MCC Tourism Section to promote Monmouthshire as a quality tourist destination.

Becky Hughes, Tourism Innovation Officer (becky@adventa.org.uk) and Zara Bligh, Research and Marketing Co-ordinator (zara@adventa.org.uk) are

currently working on two new projects.

Monmouthshire Tourism Trails— new and themed multi-purpose routes within the County. The project is a joint project with MCC Countryside Services,



Lucinda Williams is responsible for identifying and improving routes and adventa will be involved in marketing and promoting the trails to walkers, cyclists and horse-riders.

Made in Monmouthshire— with a focus on art and crafts businesses within Monmouthshire, as well as food and drink businesses. In addition to promoting and supporting businesses, through forum and events, IT and training grants will be available. For further information:

www.mim.adventa.org.uk

Festivals & Events

Festivals and events within Monmouthshire are thriving. Louise McGuinness is the Festival & Events Co-ordinator for adventa and is able to offer support in the form of guidance, training, networking, collaboration opportunities, as well as gazebo loan.

The Festival & Events website has an Online Resource Centre, that lists useful information.

There are regular workshops and

training sessions specifically aimed at festival and events. On Thursday 13th August 2009, Louise has organised a session on "Greening your festival" which will tackle important environmental issues.

There is a Promotional and Marketing Fund with funds for below the line marketing, eg logo/leaflet design.

Louise co-ordinated a walking weekend in May 2009 as a pilot

for a week long Monmouthshire Walking Festival to take place in Autumn 2010. She is also encouraging collaboration with groups for a Festival of Air to celebrate the Charles Rolls Centenary in 2010.

For more information: www.festivals.adventa.org.uk

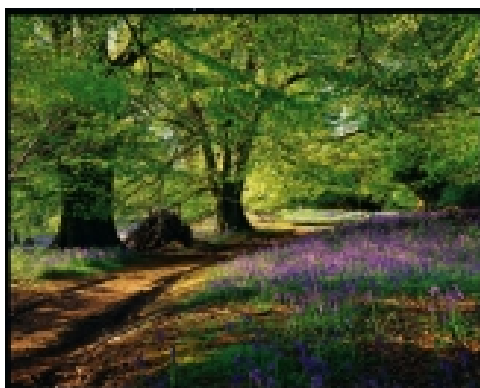


Timber

Monmouthshire has a rich diversity of woodland within Monmouthshire and the Woodworks project aims to promote the benefits to local residents as well as visitors. This Project is temporarily on hold due to circumstances beyond our control. The Woodworks project has been put out to re-tender and will

resume once a new appointment has been made.

For further information, please contact Cath John (cath@adventa.org.uk).



The RCA team spent several years working with Monmouthshire Community Groups—the SCE Project can capitalise on this experience.

Support Community Enterprise (SCE)

SCE is an RDP co-operation project with Northern Marches Cymru, Wrexham focusing on community enterprises. This project in Monmouthshire is being run by the previous Rural Community Action (RCA) team of Richard Lewis, Shirley Hughes and Pam Lloyd and in partnership with Gwent Association of Voluntary Organisations (GAVO) and Monmouthshire County Council. The team brings a wealth of commu-

nity knowledge to the new project which started in June 2009. The team is well-placed to support community groups that wish to become more business-orientated, whilst retaining social and environmental objectives, where appropriate.

SCE is planning a launch event over the Summer, details to follow shortly.

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Tidy Towns: Tidy Local Communities

Tidy Towns: Tidy Local Communities started in Monmouthshire in September 2008 under the Welsh Assembly Government's "Tidy Towns" initiative funding. It is delivered by adventa, under the Economic Development Department of MCC.

Deserie Mansfield is the Project Officer working with Monmouthshire communities to improve neglected shared places.

Since inception, the project has:

- Supported ten Community clean ups
- Awarded grants to seven groups
- Purchased equipment that is available for loan by Community groups who wish to undertake Community clean-ups.

If you would like to discuss a potential project or apply for a grant for a community tidy up project, please get in touch with Deserie.

Telephone: 01873 736037

Email: deseriemansfield@

Monmouthshire.gov.uk.



Deserie Mansfield—project officer for Tidy Towns: Tidy Local Communities



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Made in Monmouthshire celebrating St David's Day at Caldicot Castle



End of RCA Programme event—March 2009



Made in Monmouthshire food, drink, art and crafts were featured in an adventa interview with HTV Wales October 2008.

Monmouthshire Walking Weekend April 2009 — Trellech Walk.



Tidy Towns: Tidy Local Communities' youngest helper!



MiM Forum—February 2009

If you would like to receive this newsletter in Welsh, please email Zara Bligh at zara@adventa.org.uk

