

Contents

Preface	ix
1 Rural Development: Making it Local	1
Case Study 1: Europe's LEADER Programme	11
Case Study 2: SPARC – the South Pembrokeshire Partnership for Action with Rural Communities	14
PRINCIPLES	17
2 Sustainability: Respecting the Long Term	19
Case Study 3: a model sustainable village	29
Case Study 4: a directory of sustainable rural initiatives	31
3 Innovation: Breaking the Mould	34
Case Study 5: the parish appraisal as an innovation	40
Case Study 6: the joint provision of disparate services	43
4 Adding Value: Building on What's There	47
Case Study 7: from fruit and berries to wine and brandy	53
Case Study 8: ten further examples of adding value locally	55
5 Entrepreneurship: Backing the Risk-Taker	59
Case Study 9: community enterprise in rural south-west England	67
Case Study 10: 'SCOPE': School Children Organising and Operating Profitable Enterprises in Tipperary	70
6 Community: Promoting a Sense of Belonging	73
Case Study 11: the promotion of 'community' by England's Rural Community Councils	81
Case Study 12: the national 'Village of the Year' 2000	85

7 Social Inclusion: Bringing on Board	89
Case Study 13: The Dorset Rural Development Programme 1994-98	102
Case Study 14: The Peak District Rural Deprivation Forum	102

8 Accessibility: Bringing Within Reach	106
Case Study 15: accessibility and care in the Tewkesbury area	113
Case Study 16: the West Norfolk Community Transport Project	117

9 Partnership: Working in Harness (co-author, Trevor Cherrett)	120
Case Study 17: the South-west Shropshire 'Rural Challenge' partnership	128
Case Study 18: the West Tyrone Rural 2000 LEADER partnership	131

10 Community Involvement: Embracing the People	135
Case Study 19: the parish/village/community appraisal	142
Case Study 20: Wallonia's Commune Programmes for Rural Development	144

PRACTICE

11 Diagnosis: Researching the Baseline	149
Case Study 21: a baseline study for the Forest of Dean Rural Development Programme	151
Case Study 22: the diagnosis of tourism potential: a European model of good practice	158
12 Strategic Planning: Orchestrating Action	160
Case Study 23: the Dorset Rural Development Strategy 1994-98	165
Case Study 24: village action planning and plans	173
13 Implementation: Making Things Happen	175
Case Study 25: the selection of projects: some LEADER II experience	180
	187

Case Study 26: the Support of Projects: a French example of 'development via training'	190
14 Evaluation: Assessing Achievement	194
Case Study 27: an evaluation of the Marches LEADER II programmes	201
Case Study 28: an evaluation of 'Rural Action': assessing the community development spin-off of environmental conservation	204
15 Conclusion: More Research Needed	208
References	217
Index	226