

# LEADER & SERVICES TO THE LOCAL POPULATION





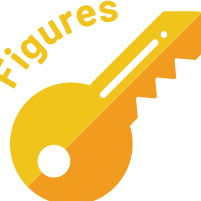
# LEADER AND SERVICES TO THE LOCAL POPULATION

**The attractiveness of an area is measured by the quality of the facilities and services offered to the local population.**

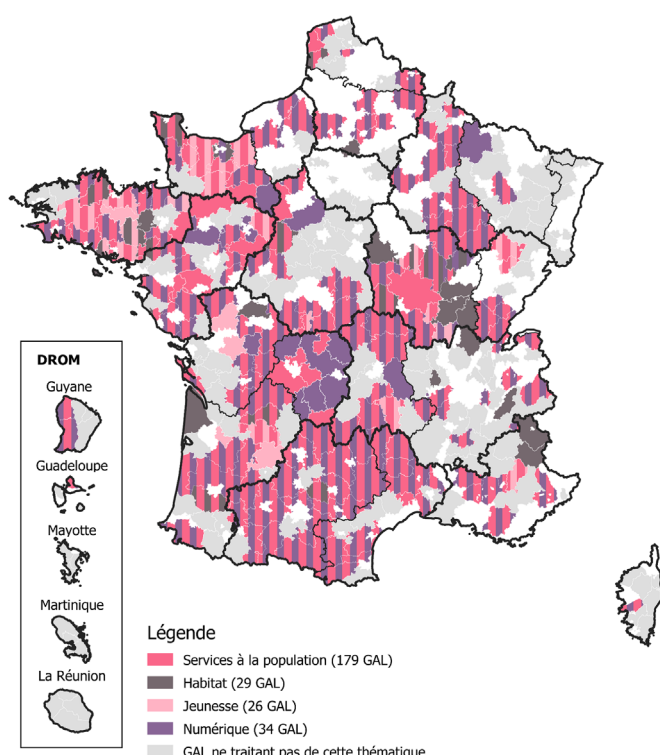
Faced with ageing populations and an exodus of young people, the ambition to maintain a social and generational mix is, in the case of many LAGs, an objective found in almost 52% of Local Development Strategies (LDS). The LEADER programme supports projects that make it possible to provide a network as well as quality services in the local areas. The projects developed relate, in particular, to early childhood, the welcoming of new workers, home support for the elderly or disabled, and the improvement of housing.

**The aim of the scheme is therefore to work towards the development and improvement of the elements that make up the local population's life quality with a goal towards sustainability and support.**

Figures



**179 LAGs**  
working on  
these themes



## FOCUS

**In the Adour Chalosse Tursan LAG area, we work together for an attractive and sustainable area!**

The Adour Chalosse Tursan LAG in the Landes has defined its development strategy around the attractiveness and social mix of the local area. It has therefore focused its actions on attracting new workers, health services, shops, accessible and economical housing and digital technology.

Maintaining and developing jobs is also one of the objectives of the strategy, based on its resources which include forests, wood, agriculture, specific expertise, etc.

It has thus set up a range of basic services intended to strengthen the inclusion and autonomy of its area: local cooperation to reduce the healthcare divide, childcare services, services for the elderly, etc.

In this context, LEADER complements development tools such as the SCoT (Territorial Coherence Scheme), one of whose guidelines is the diversity of urban functions (housing, services, shops, leisure, etc.).



To find out more:

> Adour Chalosse Tursan LAG

> [contact@adourchalossetursan.fr](mailto:contact@adourchalossetursan.fr)

> [www.adourchalossetursan.fr/Nos-missions/Le-programme-LEADER/Le-territoire](http://www.adourchalossetursan.fr/Nos-missions/Le-programme-LEADER/Le-territoire)

## > HEALTH, WELL-BEING

According to the WHO, “health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. To achieve this, the individual or group must be able to identify and reach their ambitions, satisfy their needs and evolve with or adapt to their environment. Health is therefore seen as a resource for everyday life, not as the life goal. This positive concept emphasises social and personal resources as well as physical capabilities.



“This project was the foundation of the local council community. It allowed the partnership between municipalities to be strengthened in the context of the creation of the new local council community. Continuing the dynamic on the issue of public health has made it even more concrete!”

### Thanks to the swimming pool, sport and health are in your sights!

Opened in 2010, the La Hirtais swimming pool, in the area of the Pays de Pont-Château and Saint-Gildas-des-Bois LAG in the Pays de Loire, was designed to meet the needs of the local area.

Ten years later, the contract has been fulfilled with more than one million users!



#### THE GOAL

To imagine the infrastructure and its range of activities as a true public service mission, guaranteeing equal access for all, in public and private schools, colleges and high schools.

Since 2013, the swimming pool has offered specific activities for varied groups: Alzheimer's units, the elderly, etc.

The elected representatives, aware of the importance of a proactive health policy, use the swimming pool to support the Sport-Health project.

Based on a current status report and a collaboration with the sports stakeholders, new actions, both in and out of the water, are being designed. The dynamics thus engaged will have a positive impact on public health.



#### PROJECT BUDGET

**€132,609**

- EAFRD contribution: € 106,082
- Other public contributions:  
local council community self-funding: € 26,521



#### TO FIND OUT MORE:

- Pays de Pont-Château and St Gildas des Bois (Pays de la Loire) LAG
- Anne STERVINO: [astervinou@cc-paysdepontchateau.fr](mailto:astervinou@cc-paysdepontchateau.fr)
- [www.cc-paysdepontchateau.fr/listes/le-programme-leader-2014-2020/](http://www.cc-paysdepontchateau.fr/listes/le-programme-leader-2014-2020/)



## > YOUNG PEOPLE

Support for young people is an increasingly important issue in local areas. In promoting initiatives by and for young people, the LEADER programme proves its relevance and desire to strengthen young people's roots and their means of action in the local area, particularly in town or village centres. This mobilisation makes it possible to answer their needs and desires, while encouraging their involvement in local life.

“The CJS (Coopérative Jeunes de Services) has enabled young people in local areas to get a foot in the door of the world of work. Welcomed by all parties, young people and companies alike, it is an innovative partnership-based approach, which fits perfectly into the Haute-Vallée de l'Aude LAG's action programme. The project would not have been possible without the support of the LEADER programme.”



**A PARTNERSHIP-BASED PROJECT**  
with Acticity and the 3.EVA Association.



**PROJECT BUDGET**  
**€27,934**

- ➔ EAFRD contribution: € 16,156
- ➔ Other public contributions:  
DRJSCS: € 2,200  
PETR Vallée de l'Aude et des Pyrénées Audoises: € 2,200
- ➔ Private contributions: € 7,378

## In the Vallée de l'Aude, young people have created their own service cooperative!

The Coopératives Jeunesse de Services (CJS) is made up of cooperative entrepreneurship education projects that host teenagers during the summer. Based on its experience as a cooperative enterprise, SCIC Sapie wanted to raise awareness of collective entrepreneurship among young people in the Aude Valley area through the creation of a Youth Services Cooperative (CJS).



### THE GOAL

The principle is simple: young people aged 16 to 18 set up their own work cooperative to provide services in their area throughout the summer. In addition to remuneration, the cooperative introduces them to the democratic functioning of an enterprise, to the collective organisation of work, to cooperative management and to how the market functions. Additionally, the cooperative offers these young people space, time and support in their entrepreneurial endeavours after high school. In this way, the young people work, learn and undertake the activities of the future. Services offered in this way also mean that companies don't have to recruit young people for short periods such as the summer. It's a win-win situation!



### TO FIND OUT MORE:

- > Haute-Vallée de l'Aude LAG (Occitanie)
- > Sylvanie MORILHAT: [gestionleader@payshva.org](mailto:gestionleader@payshva.org)
- > [www.reseaurural.fr/centre-de-ressources/projets/la-scic-sapie-dans-laude-transforme-ses-bureaux-en-tiers-lieu-et-cree](http://www.reseaurural.fr/centre-de-ressources/projets/la-scic-sapie-dans-laude-transforme-ses-bureaux-en-tiers-lieu-et-cree)



## > IMPROVING HABITATS AND QUALITY OF LIFE

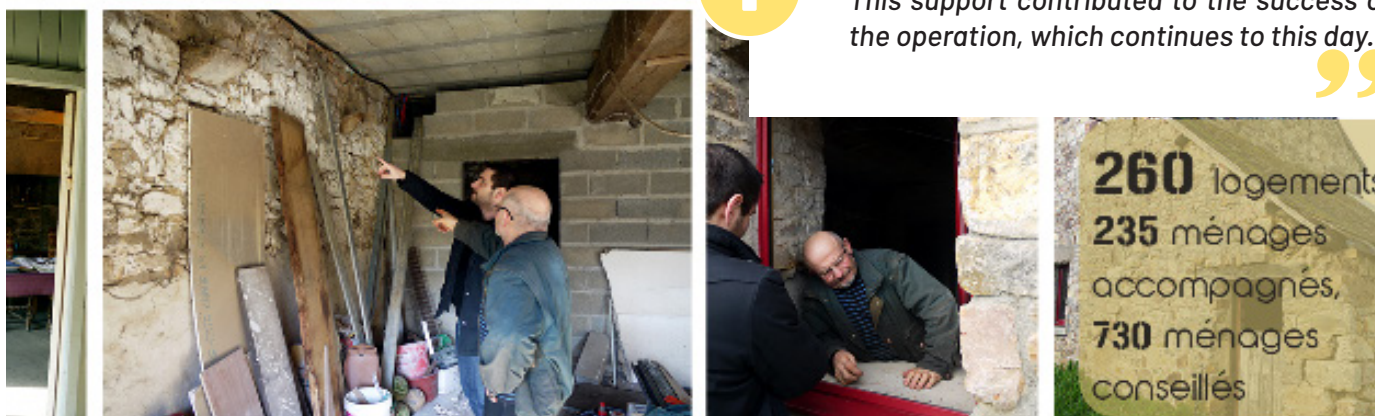
"Habitat" is defined as "the area in which a population lives". It is made up of several living areas: the home, the neighbourhood, and the town or rural community, linked together by different means of transport and a public service area that allow everyone, according to their age and social status, to live on a daily basis. The level of the habitat's quality has a direct influence on the well-being of the population. Positive interactions between buildings, shared spaces and residents contribute to harmonious community life.

For all generations, quality housing enhances the quality of community life. The quality of these spaces and of the caring relationships they facilitate promotes socialisation and the construction of identity for each person.

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“LEADER contributed to the start-up of the platform, to the challenge of developing tools for monitoring and communication. This support contributed to the success of the operation, which continues to this day.”



## In Pays de Fougères, we are experimenting with supporting home renovation!

In 2014-2015, the Pays de Fougères successfully responded to the first call for projects initiated by the French state, ADEME and the Brittany Region for experimenting with a local platform for housing renovation (PLRH).

One of the main objectives of this call for projects was to strengthen and simplify support for individuals who planned to carry out a thermal renovation project. This led to the creation of the RENOBATYS platform dedicated to housing renovation.



### THE GOAL

RENOBATYS assists individuals with thermal renovation projects, from the design of the project to the monitoring of energy consumption.

The platform is aimed at all citizens of the Pays de Fougères and is used as a one-stop shop for the submission of funding applications.

The aim is to simplify the renovation process and facilitate access to funding and subsidies.

At the same time, the project aims to improve the skills of building professionals thus leading to a real development of eco-construction in the area, in line with the objectives of the French Regional Climate Air Energy Plan (SRCAE).



### A PARTNERSHIP-BASED PROJECT

with Ecobatys, the eco-construction performance centre of the Pays de Fougères, the local council community, and the town of Fougères.



### PROJECT BUDGET

€390,094

- EAFRD contribution: € 120,000
- Other public contributions: € 184,511
- Self-funding: € 84,348



### TO FIND OUT MORE:

> Fougères Agglomération LAG (Brittany)  
> Valérie JANVIER: [valerie.janvier@pays-fougères.org](mailto:valerie.janvier@pays-fougères.org)  
> [www.fougères-agglo.bzh/content/renobatys-les-conseillers-en-%C3%A9conomies-d%C3%A9nergie](http://www.fougères-agglo.bzh/content/renobatys-les-conseillers-en-%C3%A9conomies-d%C3%A9nergie)



## > WELCOMING NEW WORKERS

Welcoming new populations and maintaining and developing the economic fabric is a major objective for local authorities. Many rural areas wish to take action to encourage demographic and economic revival. This strategy can take the form of attracting new workers. More and more local authorities are taking up this issue of attractiveness, but these reception policies are complex. Since they are both cross-disciplinary and multi-partner, they cannot be improvised and must be rooted in an understanding of the demographic context and of the challenges of welcoming new populations. The welcoming process takes shape through the construction of a genuine "offer" which includes, in addition to employment opportunities, housing possibilities and a range of services; conditions that are favourable to new inhabitants settling in.



“Support for this project has helped to strengthen the collaborative links between stakeholders. A culture of welcome is the connection, the common denominator, to ensure that knowledge and information is shared.”

### In Boischaut Sud, they are cultivating a warm welcome!

The area's attractiveness to new populations, as well as welcoming them, is a major issue for the area of southern Indre.

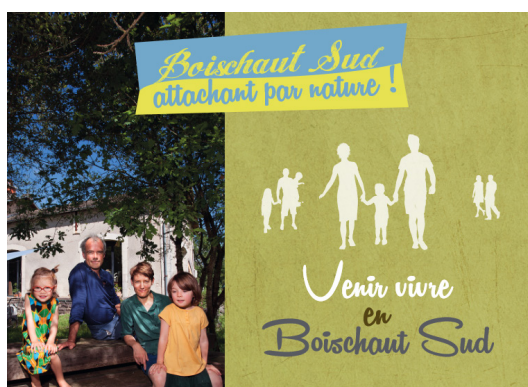
The Pays de la Chatre en Berry LAG supported the ADAR Boischaut Sud in its approach to welcoming newcomers along with its project "Cultivating welcome", since each tourist might be an applicant for relocating to the area, without being aware of it.



#### THE GOAL

To contribute to the socio-economic vitality of the southern Indre area by strengthening the attractiveness of the area and welcoming new people.

This strategic challenge for the area has resulted in the implementation of various actions in order to establish a shared culture of welcoming newcomers. The actions are based on the promotion of the area and its potential, around the themes of "Nature and Culture", through enriching the variety of local facilities. It relies on "Area Ambassadors", citizens and stakeholders trained in the culture of welcome: welcoming new inhabitants, supporting them with relocation or with setting up a business, these are all powerful actions that are part of this project!



#### PROJECT BUDGET

**€40,461**

- EAFRD contribution: € 22,267
- Other public contributions: Centre-Val de Loire Region: € 18,194



#### TO FIND OUT MORE:

- Pays de la Chatre en Berry LAG (Centre-Val de Loire)
- [leader.paysdelachatreinberry@orange.fr](mailto:leader.paysdelachatreinberry@orange.fr)
- [www.adar-civam.fr/services-et-domaines-dactions/accompagnement-de-projets/accueil-territorial/](http://www.adar-civam.fr/services-et-domaines-dactions/accompagnement-de-projets/accueil-territorial/)





# IN EUROPE: INSPIRING INITIATIVES



## Providing basic health services to a disadvantaged rural community in Romania

In 2011, the municipality of Biertan, in Sibiu County, Romania, had a population of 2,590. It was mainly composed of Romanians but the municipality also included minority groups: Roma, Germans, Hungarians.

The municipality was characterised by an ageing population with limited financial resources and public services and medical infrastructure had been in continuous decline since the 1990s.

LEADER helped to restore support to the local community and its most deprived and vulnerable groups by enabling the creation of a multi-functional health centre. This action has subsequently helped to restore trust and dialogue between the inhabitants and the local authorities. The centre provides essential care to the villagers, in addition to the 40 people who reside at the Biertan health centre.

The professional skills of local government and social sector employees have improved, the quality of local health services for the elderly has been boosted and three permanent jobs have been created. The benefits of this project are undeniable.

It is important to remember that the dialogue between the municipality and the local authorities allows for collaboration based on trust, fostered by a collaborative approach.

By understanding the community context, the initiative was able to rapidly improve local conditions.



### PROJECT BUDGET

**€29,947.15**

➤ EAFRD contribution:  
€26,748.79

➤ Other public contributions:  
€13,198.36



#### TO FIND OUT MORE:

> <https://comunabiertan.ro/>

> [https://enrd.ec.europa.eu/sites/default/files/project/attachments/gp\\_ro\\_social\\_and\\_health\\_centre\\_683\\_web\\_fin.pdf](https://enrd.ec.europa.eu/sites/default/files/project/attachments/gp_ro_social_and_health_centre_683_web_fin.pdf)

### Did you know?

Within the framework of the MCDR (Collective Mobilisation for Rural Development), the Réseau Rural (French National Rural Network) also supports projects promoting local development and innovation.

The AJITeR project, led by ADRETS, offers a programme that capitalises on and disseminates good practice. The project focuses on the theme of welcoming and integrating young adults and their initiatives in rural areas. AJITeR has promoted initiatives in the field, acting on their enhancement and dissemination at different levels. Identifying, discovering, analysing, characterising, supporting and testing: AJITeR aims to disseminate a variety of practices.

The Acces'R project supported by LEADER France aimed to provide answers to the challenge of maintaining and strengthening public services in rural areas. A process to capitalise on good practices was implemented at national and European levels.

Contributing to the dissemination of these good practices and their increased adoption in local areas are the identification of innovative concepts, the collection of information, and the analysis of systems and financing plans.



#### TO FIND OUT MORE, visit the Rural Network website:

[www.reseaurural.fr/appeel-projets-mcdr-2018](http://www.reseaurural.fr/appeel-projets-mcdr-2018)





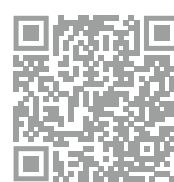
The French Rural Network works to bring together all the stakeholders of the rural world on a national and regional scale. One of its objectives is to facilitate the implementation of projects involving agriculture, forestry, crafts, tourism and the environment.

This collection, dedicated to the LEADER system, aims to share and promote projects and actions carried out by the local areas and their stakeholders, for the benefit of all.



This work was carried out by the National Rural Network (Charlotte GUERET & Christelle MONNERIE - ASP; Hanane ALLALI - MASA). The key data and maps are taken from the study on "La mesure 19 LEADER des programmes de développement rural régionaux 2014-2020" (Measure 19 LEADER of the regional rural development programmes 2014-2020) carried out in 2019.

These elements were illustrated by examples from LEADER areas thanks to the Local Action Groups and with the participation of the Regional Rural Networks and French Regions.



MORE INFO  
on the website

Combined sources from the French Ministry of Ecological Transition/French Ministry for the Cohesion of Local Areas | ENRD

## Contact

French National Rural Network Unit - LEADER Team

- [leader@reseau-rural.fr](mailto:leader@reseau-rural.fr)

## To find out more

- [www.reseau-rural.fr/territoire-leader](http://www.reseau-rural.fr/territoire-leader)
- [www.europe-en-france.gouv.fr](http://www.europe-en-france.gouv.fr)
- [www.agriculture.gouv.fr](http://www.agriculture.gouv.fr)
- [https://enrd.ec.europa.eu/leader-clld\\_fr](https://enrd.ec.europa.eu/leader-clld_fr)

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French rural  
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