



Moray
LEADER



The Scottish
Government
Riaghaltas na h-Alba



The European Agricultural Fund
for Rural Development: Europe
investing in rural areas



Scottish Rural
Development
Programme



Scottish Crofting Federation
rooted in our communities

The European Agricultural Fund for Rural Development: Europe investing in rural areas.

Project: Gaining Ground

Background Information for Applicants

The Scottish Crofting Federation are pleased to announce that we have been successful in our application to Highland and Moray LEADER to run a co-operation project within these regions. The project will run until May 2020 and will introduce the concept of “green care” i.e. the promotion of social, mental and physical wellbeing through working of the land. The project will be aimed at both crofters and smallholders living in the Highland and Moray regions, some of who have expressed an interest in developing a formal network and who are looking for support on how to enter this new labour market as a diversification opportunity.

LEADER funding will be used to build capacity i.e. crofters and smallholders will develop new skills allowing them to confidently consider the option of green care as part of their overall business model. The project will achieve this with the appointment of part-time staff to manage and administer it allowing SCF to have a conversation, provide information/signposting and connect with relevant stakeholders both face to face and via an on-line digital hub. The project will give us an opportunity to scope crofters and smallholders who currently provide services and look, in detail, at their voluntary or business models. We will run events to assess current interest, provide opportunities for learning journeys, promote and disseminate information, develop relevant factsheets and consider a format for a new social crofting leadership programme. The project will be evaluated with a view to next steps and how to make the leadership programme live.

The benefits of social crofting and farming are wide ranging: -

- Social: inclusivity, opportunities for people with additional support needs, community engagement, reducing crofter/smallholder isolation.
- Health: therapeutic interaction with animals and land, wellbeing and physical fitness.
- Economic: increased productivity of land, employment opportunities, better value packages for social health and welfare agencies, opportunity for agricultural business diversification.

The project details a clear activity plan with target dates, although the initial set up has been slightly delayed and an updated plan is provided below: -



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Marketing, publicity and equipment	February 2019
Project staff appointed	February 2019
Financial and administrative processes developed	February 2019
External Consultants commissioned	March 2019 and On-going
1 Website developer commissioned	March 2019 and On-going
5 Local venues hired	March 2019 – February 2020
3 Learning Journey Opportunities	March 2019 – February 2020
5 Local catering providers hired	March 2019 – February 2020
100 Stakeholders engaged	March 2019 – February 2020
5 Case Studies developed	March 2019 – June 2019
10 Knowledge Banks developed	May 2020
Financial monitoring	Throughout
Reporting on project progress to funders	Throughout
Final project external evaluation provided	March 2019 – May 2020

PK/February 2019