In 2020 the rural wards of Swansea should:

- Be a vibrant community in its/their own right, not just 'dormitories' to the urban wards.
- Have a strong economy that takes advantage of local distinctiveness and all opportunities.
- Have a truly local supply chain, keeping money and resources in the area.
- Be easy to access for locals and visitors through a variety of transport options.
- Feel connected, through transport and digital networks that are fit for purpose.
- Have high quality products, facilities and levels of service for visitors and locals.
- Benefit from a strong tourism industry that is evenly spread across the rural wards and throughout the year.
- Have thriving local services such as libraries, shops and post offices
- Have a diverse and resilient natural environment that is protected, valued and sustainably managed.

TABLE 3: STRATEGIC AIMS AND OBJECTIVES

RURAL STRATEGIC AIMS AND OBJECTIVES	LEADER THEMES	CCT
Strategic Aim 1: Develop rural transport and infrastructure		
Objective 1: Support an integrated and diverse transport network	Themes 1, 3	
Objective 2: Support and develop accessible, fit for purpose services	Themes 2, 3, 4, 5	
Strategic Aim 2: Enhance tourism offer		
Objective 3: Enhance quality of local offer and improve marketing	Themes 1, 2, 5	
Objective 4: Encourage development of year round sustainable tourism offer across the rural area (especially food, crafts and recreation)	Themes 1, 2, 3, 5	
Strategic Aim 3: Deliver a strong economy and vibrant communities		
Objective 5: Support development of a self-sufficient rural economy	Themes 2, 3, 4, 5	
Objective 6: Support and develop cohesive, resilient and engaged communities	Themes 2, 3, 4	
Objective 7: Enable digital connectivity	Theme 5	Conserving our natural environment, cultural and built heritage

National LEADER Themes:

1. Adding value to local identity and natural and cultural resources
2. Facilitating pre-commercial development, business partnerships and short supply chains
3. Exploring new ways of providing non-statutory local services
4. Renewable energy at Community level
5. Exploitation of digital technology