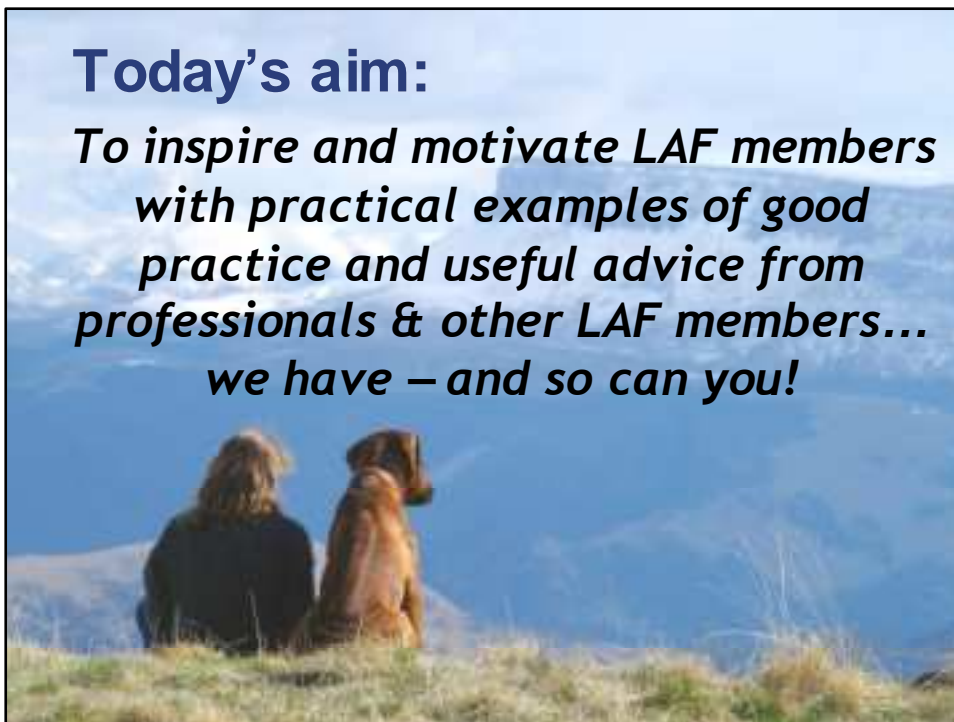




Today's aim:

To inspire and motivate LAF members with practical examples of good practice and useful advice from professionals & other LAF members... we have – and so can you!



Key issues & opportunities

- *You are all consistently inconsistent!*
- *You need to decide – and do – what’s right for you*
- *New opportunity for a stronger voice at a national level*
- *Members’ limited time and resources*
- *Great potential for being a catalyst and making the connections that others aren’t*
- *You have come of age!*
- *Time to more fully grasp your independence*

Revised Defra LAF guidance 2007

- *Essential reading!*
- *Gives lots of ideas and support*
- *Ammunition to help it become your LAF*
- *But then, much of the advice came from your family of LAFs..*



Characteristics of an effective LAF

- ✓ Gives advice to a range of "S94(4) bodies"
- ✓ Emphasises the status of LAF advice
- ✓ Influences decision-makers
- ✓ Proactively advises
- ✓ Prioritises and focuses on strategic issues
- ✓ Measures its effectiveness
- ✓ Accommodates business between meetings
- ✓ Uses sub-groups