



Department
for Environment
Food & Rural Affairs



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

RDPE Growth Programme

Rural Tourism Infrastructure Handbook



Deadline for expressions of interest: midnight 31 January 2018

Search 'RDPE Growth Programme' on GOV.UK

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How Growth Programme grants work

Got an idea?

1 Make a plan

Every successful application starts with a good idea and a clear plan for how to make that idea a reality.



2 Read this handbook

Read the rest of this handbook to check you are eligible and that there is funding available in your local area.



3 Express an interest

Fill in an expression of interest (EOI) form and email it to RPA. Tell us about your project and how a grant will make it bigger and better.



4 Apply in full

If your EOI is endorsed, you can make a full application. If this is successful, you'll get a funding agreement to sign.



5 Get to work

With your funding agreement signed, you can start work on your project.



6 Claim your money

After you've paid for the work, you can claim your money.



Read the rest of this handbook to find out more, including our 'Top tips for applicants' on page 30

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About the RDPE Growth programme

Includes:

- **How the government manages these grants**
- **Government guarantees about funding after the UK leaves the EU**

About the RDPE Growth Programme

The RDPE Growth Programme provides funding for projects in England which create jobs and growth in the rural economy.

Under the RDPE Growth Programme, there are grants for:

- rural tourism infrastructure
- food processing
- business development

The grants are funded by the European Agricultural Fund for Rural Development (EAFRD), which is part of the European Structural and Investment Funds (ESIF).

This handbook is about RDPE Growth Programme grants for rural tourism infrastructure. It explains what the grants are for, who is eligible and how to apply.

To find information about the other grants, search 'RDPE Growth Programme' on GOV.UK.



Planning a project that will grow your business, create jobs or bring more money into the rural economy?

You might be able to apply for a grant to help you fund it.

You can only apply for one RDPE grant for your project, and only in one LEP area.

RDPE includes RDPE Growth Programme, LEADER, Countryside Productivity, Farming Recovery Fund and Cumbria Countryside Access Fund.

How the government manages these grants

The Rural Payments Agency (RPA) delivers the grants, working with ESIF sub-committees in Local Enterprise Partnerships (LEP) areas.

RPA's role is to assess applications for grants, with advice from the ESIF sub-committees.

LEPs are partnerships between public bodies and businesses. Their role is to decide local priorities for the grants – where money should be directed to give the most benefit locally.

RPA may at any time and without further notice:

- increase or decrease the grant funding allocated to each LEP area
- support more or fewer projects, depending on the number and quality of applications
- change the date these grants close to applications

Read pages 33 to 68 for the LEP areas that are offering these grants. Use the map on page 31 to find your LEP area.

Government guarantees about funding after the UK leaves the EU

The government has confirmed that it will guarantee funding for RDPE Growth Programme grants if these are agreed and signed before the UK's departure from the EU, even if the grant agreements continue after we have left the EU, subject to projects meeting the following conditions:

- they are good value for money
- they are in line with domestic strategic priorities

Please read the priorities for funding on page 17.

Deadlines: You should aim for your project to be finished and paid for, and complete grant claims submitted, by 31 March 2019. The final date to submit complete grant claims is 31 December 2019.

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About rural tourism infrastructure grants

Includes:

- Who can apply
- What the grants are for
- How much money you can apply for
- Examples of projects

About rural tourism infrastructure grants

An overview of the tourism infrastructure grants – who can apply, what the grants will fund and how much funding is available.

Who can apply

If the project is commercial and intended to make a profit, only small businesses and farmers who want to diversify can apply.

If the project is not expected to make a profit, a wide range of organisations can apply.

Read page 13 to check if your business is eligible.

What the grants are for

The grants will help fund the costs of capital expenditure on tourism infrastructure.

The aim is to support projects that will encourage more tourists to come, to stay longer and to spend more money in rural areas.

How much money you can apply for

Normally they are for a minimum of £35,000, though this will vary in some LEP areas. Check the entry for your LEP area on pages 33 to 68. The amount you can apply for depends on the size of your business and where it is located.

You won't automatically get a grant.

When you apply for a grant, you're competing with other applicants in your LEP area.

All applications are assessed to see how well they fit the priorities for funding and which projects provide best value for taxpayers' money.

Examples of projects

Here are some examples of the kinds of projects which may be eligible for a rural tourism infrastructure grant.

New access infrastructure



The local district council is investing in paths to connect up a number of existing footpaths, cycle ways and bridleways.

This will create a network of easily accessible circular routes of between 4 and 15 miles, which will make the area more attractive for walking and cycling.

Extending a local museum



A local heritage museum (which is free to enter) wants to build a second viewing gallery, so it can display more of its collection.

The new gallery will include a small area for a café. The new gallery and café mean that visitors will stay longer at the museum. The project will create 2 new full-time jobs.

Capital investment in visitor attractions



A business is building a new visitor attraction for families. This will add to the range of attractions already in the area.

It will make the area more attractive to tourists and increase the number of visitors.

Because the new visitor attraction is all-weather, it will help extend the tourist season in the area.

This means other tourism businesses, like restaurants and accommodation providers, will also benefit.

The project will create one full-time job and 4 seasonal jobs.

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Who can apply

Includes:

- **Check the size of your business**
- **What is a 'full-time equivalent' (FTE) employee**
- **Who can't apply**

Who can apply

What type of organisation can apply depends on whether or not the project will be commercial.

These grants can fund a wide range of projects that provide products and services to tourists. Who can apply depends on whether or not the project is profit-making and commercially run.

All projects must be in a rural area:

Type of project	Examples (these are illustrations only)	Who can apply
Commercial, profit-making project	<ul style="list-style-type: none"> • Tourist attractions • Accommodation • Retail outlets • Food and drink outlets 	<ul style="list-style-type: none"> • Small businesses, including social enterprises • Farmers wanting to diversify into tourism
Has some income to offset costs, but is not intended to make a profit	<ul style="list-style-type: none"> • Small buildings for tourist information 	<ul style="list-style-type: none"> • Rural businesses, including social enterprises • Farmers • Land-owners • People or groups representing rural communities • Charities • Public bodies
Generates no income	<ul style="list-style-type: none"> • Free tourist attractions, for example local landmarks 	<ul style="list-style-type: none"> • Rural businesses, including social enterprises • Farmers • Land-owners • People or groups representing rural communities • Charities • Public bodies

Check the size of your business

The size of the business depends on the number of full-time equivalent (FTE) employees it has and its financial performance.

The table below shows what qualifies as a small or micro business.

Business Size	Number of FTE employees		Annual turnover or balance sheet total
Small	fewer than 50	and	€10m (about £7.9million) or less
Micro	fewer than 10	and	€2m (about £1.6million) or less

What is a 'full-time equivalent' (FTE) employee?

Anyone who works a minimum of 30 hours per week counts as 1 FTE employee.

A person working 30 hours a week for 3 months of the year would be 0.25 FTE employee.

FTEs include business partners and directors. If a business partner or director works more than 30 hours per week they still count as 1 FTE employee.

New businesses can also apply

If you have an idea, a business plan and potential private funding for your project, you can apply for a grant.

Is your business 'linked' to other businesses

If your business is linked to other businesses, this might mean you exceed the business size requirements and the funding limits.

The most common circumstances under which businesses are considered to be linked include:

- one business holds a majority of the shareholders' or members' voting rights in another business
- one business is entitled to appoint or remove a majority of the administrative, management or supervisory body of another
- a contract between the business, or a provision in the memorandum or articles of association of one of the businesses, enables one to exercise a dominant influence over the other
- one business is able, by agreement, to exercise sole control over a majority of shareholders' or members' voting rights in another

Who can't apply

The following are not eligible for the grants:

- Crown bodies
- projects that are carried out only to meet a legal requirement

**Not sure if you are eligible?
Contact RPA.**



03000 200 301



GPEnquiries@
rpa.gsi.gov.uk

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Preparing an application

Includes:

- **National priorities for funding**
- **Local priorities for funding**
- **How we assess applications**
- **EOI - what we look for**
- **Full application - what we look for**

Preparing an application

RPA will assess all applications. We're looking for evidence of a sound business plan and for projects that meet the priorities for funding.

When you apply for a grant, you're competing with other applicants in your area.

We're looking for projects that best meet the national and local priorities for funding, and that are good value for taxpayers' money. If you can show this clearly in your application, you're more likely to get a grant.



National priorities for funding

Your project is more likely to get a grant if it achieves at least 2 of the below.

Create jobs	Create at least 1 FTE job for every £30,000 of grant funding. Creates skilled jobs
Extend the tourism season	Attracts tourists outside the usual period of May to October
Develop tourist attractions and infrastructure	Creates or develops tourist attractions and infrastructure to increase the range of attractions available locally, encourage tourists to stay longer and increase their spend
Wider benefits	The project provides benefits to the wider tourism economy in the rural area

Local priorities for funding

Local priorities are set by the ESIF sub-committees. Check the LEP area directory on pages 33 to 68 to see the priorities for your LEP area.

Some tourist destinations have 'destination plans' or strategies for encouraging tourism locally. Your project will be prioritised if it fits with the objectives of the destination plan. The LEP directory will say if there is a destination plan in your local area.

How we assess applications

Application is in 2 stages. First, you must submit an 'expression of interest' (EOI) form. If we approve your EOI, we will invite you to submit a full application.

We assess your application at both stages. Read 'How to apply' on page 26 for more information.

EOI – what we look for

We use the information on the EOI form to check that both the applicant and project are eligible.

Then we assess how well your project meets the national and local priorities for grants. To do this, we look at question 30 of the EOI (the 'strategic fit') and score and rank it against other applications.

It will help your application if you explain your project clearly.

Tell us exactly what you're doing, why it's good for your business, how and where you're doing it and who will benefit from it.

Full application – what we look for

If you're invited to submit a full application, we'll ask for more information to further assess your project and your business. This table will give you an overview of what we assess.

Strategic fit	<p>How well the project meets the national and local priorities for funding.</p> <p>How the project will impact the environment.</p> <p>That the project does not disadvantage anybody in terms of characteristics such as ethnicity, disability, age and gender.</p>
Value for money	<p>How the project costs represent value for money.</p> <p>The amount of grant required to deliver the outcomes and outputs, including jobs.</p> <p>What difference grant funding will make, compared to what would happen without grant funding.</p>
Need and demand	<p>Why grant funding is required for the project.</p> <p>There is a clearly identified market need for the project.</p> <p>The impact the project has on other businesses, both positive and negative.</p>
Financial viability	<p>The current financial viability of your business.</p> <p>How the project may impact on your existing business operations.</p> <p>How you will fund the project until the grant is claimed.</p> <p>How the business will benefit from the project financially.</p>
Delivery and sustainability	<p>Whether the project will be delivered in budget and on time.</p> <p>That the right skills and resource are in place to deliver the project successfully.</p> <p>How project outputs and other benefits will be monitored and recorded.</p> <p>That risks to project delivery have been identified and how they will be mitigated.</p>

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Funding and costs

Includes:

- **How much funding is available**
- **Paying for the project**
- **Eligible costs**
- **Costs which are not eligible**

Funding and costs

You can use grant funding to cover a certain percentage of some project costs – some costs are not eligible.

How much funding is available

The grants can only fund a certain percentage of eligible costs and there is a maximum percentage that applies. You can use other public money to pay for eligible costs – but only up to that maximum percentage.

Above the maximum percentage, all the money you use to pay for eligible costs must be from private sources (like savings or a bank loan).

The amount of funding you can get depends on whether or not the project is commercially run and intended to make a profit.

Type of project	Maximum percentage	Minimum/maximum grant amounts
Commercial, profit-making project (such as a tourist attraction)	Up to 40%	Minimum £35,000 to a maximum of €200,000 (approximately £170,000) maximum set by each LEP area
Makes some income to offset costs but is not intended to make a profit (such as small buildings for tourist information)	Up to 80%	Minimum normally £35,000, maximum may be set each LEP area
Generates no income (such as a new cycle path)	Up to 100%	Minimum normally £35,000, maximum normally €200,000 (approximately £170,000) – the LEP might set a lower amount. Grants over €200,000 can only be awarded in limited circumstances. You will need to contact RPA to discuss before you submit an EOI

Has your project already had some public funding?

When you apply, we'll ask you to tell us if you have had any funding from the EU or other public sources, and if it was awarded under 'industrial de minimis'.

If so, we might need to limit the amount of the funding you can get, to comply with the EU state aid industrial de minimis rules.

Paying for the project

Grants are paid in stages, in arrears. They can only be claimed after the work being claimed for is finished and has been paid for.

Grants are paid in arrears, in agreed stages. We expect you to make a maximum of 3 claims over the course of the project.

You must show that you have sufficient funds to pay for the project costs until you get the grant payments.

Hire-purchase or leased items must be paid off before you claim

If you buy an item for the project using lease purchase or hire-purchase, you must own this outright before you can claim any grant money towards it.

That means that, before you claim the grant, you must:

- pay all of the instalments
- show that the title has passed to you

Otherwise you will not be able to include these costs in your claim.

Do not start work, incur costs or place an order before your grant agreement has been signed.

This will potentially make your whole project ineligible.

Eligible costs

The grant can be used to pay for a percentage of the following costs:

- constructing or improving buildings
- buying new equipment and machinery

The following costs are also eligible, if they form part of a larger project being funded:

- architects, engineer or consultant fees for the project (as long as these don't add up to more than 15% of the project's total eligible costs)
- buying or developing a dedicated piece of computer software (but not an off-the-shelf piece of software like Microsoft Office)
- patents, licences, copyrights or trademarks
- energy-saving and resource efficiency equipment



How much funding do you need?

Just because you can ask for up to 40% grant funding doesn't mean you should.

Asking for less grant money will make your project better value for taxpayers' money.



Costs which are not eligible

The following are not eligible for the grants (this list is not exhaustive).

Costs specific to tourism:

- refurbishment only to retain the current star rating of tourist accommodation
- tourism brown signs
- hire costs (for example, covering equipment or temporary structures)

General costs:

- any costs incurred before the project start date shown in the grant funding agreement
- contingency costs
- the cost of getting any permissions or consents, such as planning permission
- any items which you have already had EU or national funding for (or intend to get EU or national funding for)
- relocation costs – if the business needs to relocate in order to expand, it can only apply for funding for the cost of the expansion
- costs associated with the provision of housing
- marketing and promotion

Buildings, land and equipment costs:

- repairs and maintenance of existing buildings, equipment and machinery
- purchase of land, whether or not this land is built on
- like-for-like replacement of existing items (such as buildings, equipment and machinery)
- purchase of machinery or equipment that will not be on the asset register of the business 5 years after completion of the project
- the cost of moveable fittings – like soft furnishings, beds, tables, chairs, cutlery and crockery, curtains, televisions and audio equipment
- renewable heat and energy systems covered by the Renewable Heat Incentive (RHI) or Feed-In Tariffs (FITs)

Business running costs:

- salaries and running costs of the business
- in-kind contributions (this means the value of donated work or services) such as the cost of using your own labour, vehicle and office space
- recurring licence fees, subscriptions and service charges
- computers, software and printers used in the general running of the business, like processing orders or accounts
- mobile phones

Agricultural business costs:

- buildings, machinery and equipment used for growing and harvesting agricultural and horticultural products
- standard agricultural equipment and inputs like animals and crops
- the cost of agricultural production rights and payment entitlements
- developing or setting up agricultural businesses

Financial costs:

- bad debts
- advance payments
- insurance policy costs
- working capital
- financial charges, such as bank charges, fines and interest
- costs connected with a leasing contract, such as a lessor's margin, interest refinancing costs, overheads and insurance charges
- reclaimable VAT
- pension provision

To check if a cost is eligible call the Defra Rural Services helpline on 03000 200 301 or email: GPEnquiries@rpa.gsi.gov.uk

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How to apply

Includes:

- **The EOI form**
- **What happens after you submit an EOI form**
- **Full application**
- **If you are offered a grant**
- **Top tips for applicants**

How to apply

What you need to do to begin your application, and an overview of the information you must provide.

Application is in 2 stages. First, you must submit an 'expression of interest' (EOI) form. If we endorse your EOI, we will invite you to submit a full application.

RPA will assess your application at both stages. Only the highest-scoring applications will be successful.

The expression of interest (EOI) form

You can find the EOI form on GOV.UK – search 'RDPE Growth Programme EOI'.

Deadline:

We must receive your EOI before **midnight on 31 January 2018** – if we get it after this deadline, we will reject it.

On the EOI, you'll need to give us some information about your business, including:

- whether it's linked to any other businesses
- turnover and balance sheet total from the most recent financial accounts
- details of any previous public funding your business has had

You'll also need to tell us about your project:

- what the objectives are and what the outputs will be
- an overview of the costs
- important dates for the project
- how it fits with the local and national priorities for funding
- the market demand for your project and its impact on similar businesses

How to submit your form

Email your form to:

growthapps@rpa.gsi.gov.uk

We can only accept forms that are:

- sent by email
- Microsoft Excel documents saved in the 1997-2003 XLS format

We cannot accept any other format – including PDF documents, scanned documents, hard copy printed applications or hand-written applications.

Email your EOI from the email address you specify in section 5 of the EOI form. If an agent sends the form on your behalf, that address must be copied into the email.



Provide an email address that you check regularly.

We will use the email address you put in section 5 of the form as our main way of contacting you.

What happens after you submit your EOI

After you submit the form, you'll get an automatic email to say we have received it. We will then assess your EOI and let you know whether or not you will be invited to submit a full application.

We aim to give you a decision on your EOI within 30 working days.

If an application is unsuccessful

If your EOI is unsuccessful, RPA will send you a letter with the reasons.

To find out how to appeal against the decision, read the 'How to appeal' section of the RPA complaints procedure page on GOV.UK.

Full application

If you're invited to submit a full application, we'll send you the relevant form and advice about how to fill this in.

The form asks for full details about you, your business and your project, including:

- final project costs
- supplier details
- key dates
- proposed project outputs

You'll need to send us:

- supporting documents appropriate to the project (such as market research, customer surveys, or industry reports)
- business accounts for last 3 financial years (unless you are a new business)
- relevant permissions and consents
- 3 quotes for each item to be purchased
- evidence that you can cover the project costs before claiming the grant in stages

There is potentially a lot of information, evidence and paperwork to collect. It can take 2 - 3 months for you to prepare your full application, possibly longer if you need planning permission.

You'll be given a named contact at RPA to support you and answer questions.

You'll also be invited to attend a workshop, where RPA will explain the application process in more detail and answer any initial

questions you have.

Before you send us your full application, you'll need to be registered on RPA's Rural Payments service and have a Single Business Identifier (SBI) number.

We aim to give you a decision on your full application within 60 working days.

If you are offered a grant

If you are offered a grant, we'll send you a grant funding agreement for you to sign. This will set out the legal terms and conditions of the grant, including:

- the amount of the grant
- the outputs we've agreed for your project
- which suppliers you're using

If you need to change anything in the grant funding agreement over the course of the project, you need to get written agreement from RPA first. If not, we could terminate your agreement and reclaim any grant we've already paid.

You'll get more information and help with this if you're offered a grant.

Top tips for applicants



Before you start your application, here are some important reminders...

Jobs + growth + rural

The main aim of the RDPE Growth Programme is to create jobs and growth in the rural economy. Tell us how your project will help do this.

Sell us your idea

Explain really clearly what your project does and how it will benefit the economy. It's hard for us to justify giving you a grant if we don't understand your project.

Don't ask for the full amount if you don't need it

Just because you can get (say) 40% of your costs covered, don't ask for that amount if you don't need it. As long as you stay below the maximum, you can tell us what grant rate you want. (It's better value for taxpayers' money.)

Show us what the funding will mean to the success of your project

We're obliged to invest public money carefully. We're looking for viable, growing businesses. If you can show us that your project is good value for money, and that you're planning to use the grant money to improve your project, you're more likely to get the grant.

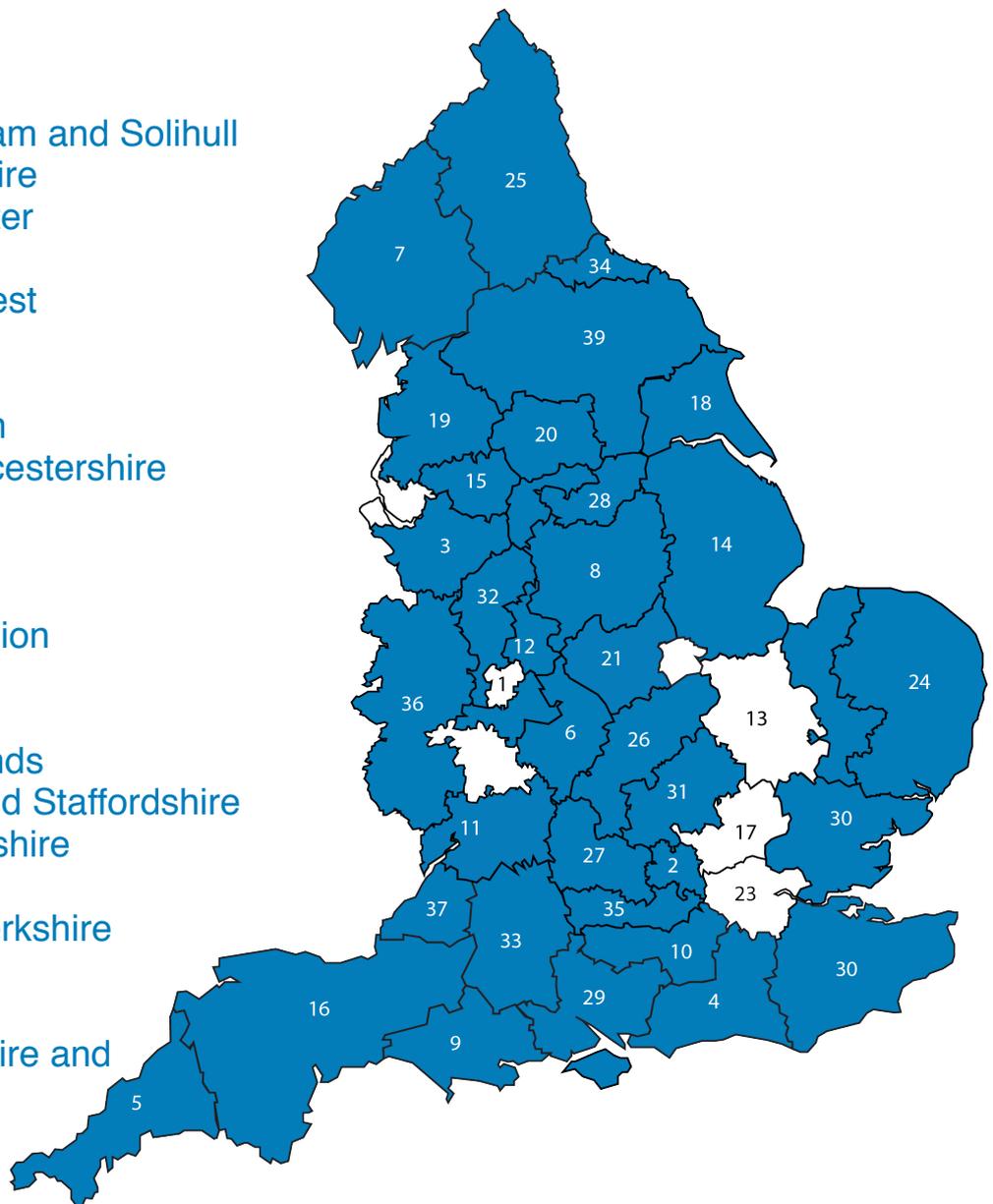
Do the market research

You have to show that there is real demand for what you want to do, or you're unlikely to get a grant.

LEP directory: grants in your area

LEPs offering rural tourism infrastructure grants:

- 2 Buckinghamshire Thames Valley
- 3 Cheshire and Warrington
- 4 Coast to Capital
- 5 Cornwall and the Isles of Scilly
- 6 Coventry and Warwickshire
- 7 Cumbria
- 8 D2N2
- 9 Dorset
- 10 Enterprise M3
- 11 Gloucestershire
- 12 Greater Birmingham and Solihull
- 14 Greater Lincolnshire
- 15 Greater Manchester City Region
- 16 Heart of South West
- 18 Humber
- 19 Lancashire
- 20 Leeds City Region
- 21 Leicester and Leicestershire
- 24 New Anglia
- 25 North East
- 27 Oxfordshire
- 28 Sheffield City Region
- 29 Solent
- 30 South East
- 31 South East Midlands
- 32 Stoke-on-Trent and Staffordshire
- 33 Swindon and Wiltshire
- 34 Tees Valley
- 35 Thames Valley Berkshire
- 36 The Marches
- 37 West of England
- 39 York North Yorkshire and East Riding



Grants in your area

Use this directory to find out which LEP areas are participating and what funding is available in your local area.

How to use this directory

- Check the map on the previous page to see if your LEP area is offering a rural tourism infrastructure grant
- Find the entry for your LEP area (these are listed alphabetically)
- Each entry has a link to the LEP area rural map. Use this to check if your project is in a rural area
- There is also a link to the LEP area Growth hub website. Growth hubs help businesses access local and national advice. This makes it easier for them to find the help they need to grow their businesses.
- Read the whole entry carefully to find out:
 - minimum and maximum grants available
 - types of eligible projects and businesses
 - local priorities
- Read the documents at the links shown in the 'Further reading' section

Deadlines for project completion

You should aim for your project to be finished and paid for, and complete grant claims submitted, by 31 March 2019.

The final date to submit complete grant claims is 31 December 2019.

Buckinghamshire Thames Valley

LEP area	Buckinghamshire Thames Valley	Call reference number	02RD17TO0006
LEP area Growth hub website	https://bbf.uk.com/		
LEP area rural map	View map		
Initial amount allocated	£500,000	Number of projects funded in LEP area	1 to 14
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum

Local priorities

Tourism in the rural parts of the Buckinghamshire Thames Valley LEP area makes a significant contribution to the rural economy. These grants are for capital investments to grow and develop tourism in rural areas.

Priority will be given to projects that:

- create or develop existing sustainable visitor attractions, particularly:
 - o arts and crafts leisure activities
 - o outdoor leisure and environmental or educational activities - particularly walking, cycling, water-sports, wildlife-watching and camping
 - o local culture and heritage
 - o literary, TV and film attractions
 - o local food and drink tourism attractions
 - o rural market town heritage
 - o new on-farm attractions particularly with a focus on the countryside, such as farm parks
 - o family visitor attractions particularly those providing activities for children
- invest in tourism accommodation where there is clear evidence of need and demand
- invest in tourism and heritage projects, with a Science, Technology, Engineering and Maths (STEM) base, particularly those encouraging young people to pursue STEM careers
- show joint working with and provide benefits to other rural tourism businesses

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

Buckinghamshire Thames Valley [ESIF Strategy](#)

Cheshire and Warrington

LEP area	Cheshire and Warrington	Call reference number	03RD17TO0005
LEP area Growth hub website	http://candwgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270516/Cheshire_and_Warrington_LEP_full_class.jpg		
Initial amount allocated	£450,000	Number of projects funded in LEP area	1 to 10
Minimum grant	£45,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The tourism objectives of the ESIF Strategy and Destination Management Plan for the Cheshire and Warrington LEP area are to:

- position Cheshire as a place for high quality, relaxing and enriching short breaks
- have a portfolio of attractions and events that appeal to national and international visitors
- increase the number of visitors, lengthen visitor stays and increase visitor spend
- contribute to and improve the:
 - o quality of tourism activities in the LEP area
 - o visitor experience in the LEP area

Priority will be given to projects that:

- create new and develop existing award-winning attractions
- create and develop new tourism infrastructure connected to:
 - o local culture and heritage
 - o the natural environment
 - o outdoor pursuits
- create and develop events and festivals

These grants will not support applications for visitor accommodation.

Further reading

ESIF Strategy is available using this link: <http://www.871candwep.co.uk/investing-in-the-area/european-structural-and-investment-funds/>

Tourism Destination Management plan for the LEP area is at <http://www.marketingcheshire.co.uk/wp-content/uploads/2015/07/Cheshire-Destination-Management-Plan-2015-2018.pdf>

Coast to Capital

LEP area	Coast to Capital	Call reference number	04RD17TO0004
LEP area Growth hub website	http://www.c2cbusiness.org.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270521/Coast_to_Capital_LEP_full_class.jpg		
Initial amount allocated	£1,113,896	Number of projects funded in LEP area	1 to 14
Minimum grant	£75,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects £250,000 subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The Coast to Capital LEP area is a popular destination for both day and short stay visitors. The aim is to grow and develop tourism in rural parts of the Coast to Capital LEP area to increase the economic benefits and create new jobs.

Priority will be given to projects that:

- develop and increase active tourism, such as walking, cycling, sailing and equestrian activities
- encourage longer stays and higher spend by tourists in the rural parts of the LEP area
- show they are environmentally sustainable
- benefit multiple businesses and destinations, for example: cycle paths connecting rural attractions, and cultural and heritage assets
- link tourism to the wider economy, for example: creating links to food and drink businesses and increasing business tourism
- support achieving the aims of the C2C Rural Statement and relevant destination management plans

Further reading

ESIF Strategy, version January 2014

http://www.coast2capital.org.uk/images/CtoC_ESIF_Strategy_Final_JAN14.pdf

Coast to Capital's Rural Statement

http://www.coast2capital.org.uk/images/CtoC_ESIF_RuralStatment_JULY16_FINAL_Proofed.pdf

Cornwall and the Isles of Scilly

LEP area	Cornwall and the Isles of Scilly	Call reference number	05RD17TO0004
LEP area Growth hub website	https://www.ciosgrowthhub.com/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270523/Cornwall_and_Isles_of_Scilly_LEP_full_class.jpg		
Initial amount allocated	£2,175,000	Number of projects funded in LEP area	9 to 217
Minimum grant	£50,000 in Cornwall and £10,000 on the Isles of Scilly	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects £250,000 subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. There is scope for growth in rural and farm based tourism. This will help to grow the overall visitor economy in Cornwall and Isles of Scilly (CloS) LEP area. The aim is to support projects benefitting a number of businesses. However investments in individual businesses will also be considered. These investments will attract more visitors helping rural businesses and communities benefit from the value of tourism.

Priority will be given to projects that show one or more of the following:

- benefit the rural area as a whole including multiple businesses, not just the applicant business
- improve the range and quality of tourism products for example by investing in leisure, cultural and heritage amenities
- create jobs that are paid above the average annual salary for Cornwall and the Isles of Scilly (£17,389)
- increase the volume and value of rural and farm based tourism in the off-peak season, for example by creating new all-weather tourist attractions and activities
- attract more visitors from overseas
- increase the number of visitor overnight stays, for example by improving existing guest facilities
- develop and increase outdoor tourism, for example cycling and walking
- fit with the local tourism strategy and relevant destination management plan
- improve the competitiveness of micro and small businesses in the tourism sector in rural areas
- show innovation where there is clear market need and demand

The creation of new visitor accommodation is a low priority for support.

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Cornwall and the Isles of Scilly continued

Local priorities cont.

Further Reading

The Cornwall and Isles of Scilly Growth Hub can provide support to applicants see <https://www.ciosgrowthhub.com/>
This call fits with the Cornwall and Isles of Scilly Integrated Territorial Development Strategy (ESIF Strategy). This sets out how C&IoS will use ESIF funds to increase productivity and competitiveness of businesses in the area. See <http://www.cioslep.com/assets/file/Cornwall%20and%20IOS%20ITI%20Strategy.pdf>

This call is also set in the context of the Strategic Economic Plans for

Cornwall	the Isles of Scilly
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The information at the following links may help applicants when making an application.

Visit England Statistics	Visit Cornwall	Visit Isles of Scilly
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Coventry and Warwickshire

LEP area	Coventry and Warwickshire	Call reference number	06RD17TO0005
LEP area Growth hub website	http://www.cwgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270524/Coventry_and_Warwickshire_LEP_full_class.jpg		
Initial amount allocated	£500,000	Number of projects funded in LEP area	1 to 14
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas.

Priority will be given to projects that develop and allow access to tourism infrastructure in rural areas. In particular, projects that:

- create new visitor attractions and experiences increasing the range of activities for visitors
- develop existing attractions to
 - o increase the dwell time of visitors
 - o increase the number of overnight stays
 - o increase visitor spend
 - o create new jobs
- create and develop capital infrastructure to enhance tourism sectors such as local food and drink, culture and heritage, and outdoor activities
- fit with the aims of relevant Destination Plans – see the documents at the links below

Applications for visitor accommodation will only be supported where there is clear evidence of market need and demand.

Further reading

Coventry and Warwickshire ESIF Strategy is at

http://www.cwlep.com/sites/default/files/european_structural_and_investment_funds_esif_strategy_2016.pdf

Coventry and Warwickshire Strategic Economic Plan is at

http://www.cwlep.com/sites/default/files/cw_lep_strategic_economic_plan_2016.pdf

Warwickshire Visitor Economy Framework 2013-2018 is at

<https://apps.warwickshire.gov.uk/api/documents/WCCC-688-193>

Destination Management Plan for the Shakespeare's England Region 2015-2020 is at

<https://apps.warwickshire.gov.uk/api/documents/WCCC-688-189>

A destination management plan is being prepared for the North Warwickshire and Hinckley & Bosworth area. Contact the Growth Hub for further details - <http://www.cwgrowthhub.co.uk/>

Cumbria

LEP area	Cumbria	Call reference number	07RD17TO0005
LEP area Growth hub website	http://www.cumbriagrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270526/Cumbria_LEP_full_class.jpg		
Initial amount allocated	£1,206,721	Number of projects funded in LEP area	1 to 34
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects £250,000 subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas.

Priority will be given to projects that:

- increase overnight visitor stays in Cumbria by:
 - o creating new visitor attractions to increase the range and quality of Cumbria's offer
 - o developing and enhancing existing visitor attractions
 - o developing attractions that extend the length of the tourism season
 - o developing all-weather attractions
 - o attracting more international visitors to Cumbria
- create sustainable visitor attractions that build on Cumbria's heritage, landscape, cultural and outdoor offer, including cycling infrastructure
- create, extend and improve infrastructure and events that fit with opportunities identified in the Cumbria Destination Management Plan
- create new jobs in the applicant business

Further reading

The Cumbria LEP area ESIF Strategy is at this link <http://www.cumbrialep.co.uk/wp-content/uploads/2015/03/Cumbria-LEP-ESIF-Version-1-March-2015.pdf>

LEP area	Derby Derbyshire Nottingham Nottinghamshire	Call reference number	08RD17TO0005
LEP area Growth hub website	http://www.d2n2growthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270529/Derby_Derbyshire_Nottingham_and_Nottinghamshire_LEP_full_class.jpg		
Initial amount allocated	£928,247	Number of projects funded in LEP area	1 to 18
Minimum grant	£50,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The aim is to develop visitor attractions and tourism infrastructure to create a network of attractions and visitor activities. This will to attract more visitors who stay longer and spend more in the D2N2 rural area.

Priority will be given to projects that:

- create new or develop existing attractions to improve the visitor offer to increase the length of stay of visitors
- amount of money spent by visitors
- extend the tourism season beyond the usual period of May to October
- create infrastructure to improve access links to and between visitor attractions such as the development of multi user paths
- support the development of cycling tourism, building on the success of events such as the Women's and Men's "Tour of Britain" in 2016 and 2015 respectively
- create new skilled jobs within in the applicant business
- create or develop visitor accommodation where there is
- clearly defined and evidenced need and demand and
- fit with the Destination Management Plans for the D2N2 LEP area and / or D2N2 Tourism Strategy.

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

Tourism Destination Management plans for the D2N2 area are:

Nottinghamshire at this link

<http://www.experiencenottinghamshire.com/dbimngs/DMP%20updated%20version%206%2023062014.pdf>

Derbyshire at this link <http://mediafiles.thedms.co.uk/Publication/DS/cms/pdf/Growth%20Plan%20draft%20v1.pdf>

D2N2 Visitor Economy Sector report is at this link:

http://www.d2n2lep.org/write/Documents/D2N2_Visitor_Economy_Growth_Plan_LR_12.5.14.pdf

D2N2 LEP's ESIF Strategy, version May 2016 is at this link:

<http://www.d2n2lep.org/write/Documents/ESIF/D2N2-ESIF-Strategy-June-2016.pdf>

Applications must consider the relevant Core Delivery Principles shown at this link:

<http://www.d2n2lep.org/EUFunding/D2N2-ESIF-Core-Delivery-Principles>

Dorset

LEP area	Dorset	Call reference number	09RD17TO0005
LEP area Growth hub website	http://www.dorsetgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270532/Dorset_LEP_full_class.jpg		
Initial amount allocated	£380,000	Number of projects funded in LEP area	1 to 10
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas to increase visitor spend. The aim is to enhance the quality and distinctiveness of tourism in rural Dorset, particularly the countryside and coast line, as shown in the Dorset Destination Management Plan (DMP). This will attract more visitors who spend more time and money in rural areas.

Priority will be given to projects that:

- create year round instead of seasonal jobs
- encourage visitors to spend more during their stay
- extend and / or improve the quality and interpretation of the network of recreational trails that allow visitors to explore the Dorset countryside and coast away from visitor hotspots
- provide more high quality and distinctive visitor accommodation, where there is clear evidence of need or demand such as linking with new or improved attractions, festivals or events
- meet the principles in the DMP, including benefitting local businesses and people

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Applicants can read more about the local context in the plans for the appropriate sector at the links shown below. This may help in making an application.

Further reading

ESIF Strategy is at <http://dorsetlep.co.uk/funding/eu-funding>

Dorset Destination Management Plan is at <http://dorsetlep.co.uk/local-delivery/more-local-projects/destination-management-organisation>

The Dorset Strategic Economic Plan is at <http://dorsetlep.co.uk/local-delivery/strategic-economic-plan/>

Enterprise M3

LEP area	Enterprise M3	Call reference number	10RD17TO0006
LEP area Growth hub website	https://www.enterprisem3growthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/289976/Enterprise_M3_LEP_full_class.jpg		
Initial amount allocated	£881,834	Number of projects funded in LEP area	1 to 17
Minimum grant	£50,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The visitor economy is an important sector in the Enterprise M3 LEP area. This sector has an estimated value of £2.66bn and employs over 61,000 people. Hampshire is one of the most visited counties in the UK having the Surrey Hills Area of Outstanding Natural Beauty (AONB) and two national parks, New Forest National Park and the South Downs National Park.

Drawing visitors from London, including international visitors, will help grow the visitor economy in the LEP area. This can be achieved by investing in visitor attractions to improve the visitor offer.

Priority will be given to projects that:

- develop new visitor/tourism attractions and facilities
- enhance current visitor attractions and facilities to improve their offering

Further reading

ESIF strategy is at this link

<https://www.enterprisem3.org.uk/document/european-structural-and-investment-fund-strategy-refreshed-april-2016>

Rural briefing paper is at this link <https://www.enterprisem3.org.uk/document/enterprise-m3-rural-briefing-paper-june-2015>

Background to the rural briefing paper is at this link <https://www.enterprisem3.org.uk/rural-action-group>

Gloucestershire

LEP area	Gloucestershire	Call reference number	11RD17TO0003
LEP area Growth hub website	http://www.thegrowthhub.biz/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270540/Gloucestershire_LEP_full_class.jpg		
Initial amount allocated	£1,500,000	Number of projects funded in LEP area	1 to 42
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments that will help grow and develop tourism in rural areas. The aim is for visitors to spend more time and money in the rural parts of the LEP area.

Priority will be given to projects that:

- create new or develop existing attractions particularly
 - o outdoor activities
 - o arts and crafts,
 - o local history and heritage
 - o local food and drink tourism and enhancement of and
- extend the tourism season for both the application business and the wider destination particularly for the tourism sectors shown in the priority above
- create infrastructure to develop outdoor activities particularly walking and cycling for both the Forest of Dean and Cotswold areas
- create at least one new full time equivalent skilled job in the applicant business
- develop the film and TV tourism offer in both the Forest of Dean and Cotswold areas

Further reading

ESIF Strategy is at this link - <http://www.gfirstlep.com/gfirst-LEP/Our-Priorities/Our-Vision/>

Background to the ESIF Strategy is at this link http://www.gfirstlep.com/doc_get.aspx?DocID=348

Cotswolds Tourism destination management plan is at this link [http://www.cotswolds.com/dbimngs/Destination%20Management%20Plan%20for%20Tourism%20Across%20the%20Cotswolds%20April%202014\(1\).pdf](http://www.cotswolds.com/dbimngs/Destination%20Management%20Plan%20for%20Tourism%20Across%20the%20Cotswolds%20April%202014(1).pdf)

Wye Valley and Forest of Dean destination management plan is at this link https://www.fdean.gov.uk/media/Assets/Business/Tourism/2015_-_2020_Destination_Management_Plan.pdf

Greater Birmingham and Solihull

LEP area	Greater Birmingham and Solihull	Call reference number	12RD17TO0003
LEP area Growth hub website	https://www.gbslepgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270542/Greater Birmingham and Solihull LEP full class.jpg		
Initial amount allocated	£450,000	Number of projects funded in LEP area	1 to 12
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments that meet the priorities of the GBS LEP area to develop and grow tourism in rural areas.

Priority will be given to projects that:

- create new and develop existing visitor attractions to
 - o increase the range of activities for visitors
 - o increase the dwell-time of visitors
 - o extend the tourism season beyond the usual period of May to October
- create tourism infrastructure such as footpaths and cycle ways
- create jobs in the applicant business
- create quality serviced accommodation of 4* rating or equivalent accreditation rating and above where there is clear evidence of need and demand

Further reading

ESIF Strategy is at this link http://centrefenterprise.com/wp-content/uploads/2013/10/GBSLEP_A4_070214_v8.pdf.

This is due to be updated; please check <http://centrefenterprise.com/european-funding-strategy-consultation/> for the updated version

Greater Lincolnshire

LEP area	Greater Lincolnshire	Call reference number	14RD17TO0005
LEP area Growth hub website	http://www.businesslincolnshire.com/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270547/Greater_Lincolnshire_LEP_full_class.jpg		
Initial amount allocated	£803,490	Number of projects funded in LEP area	1 to 16
Minimum grant	£50,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The aim is to encourage visitors to stay longer and spend more money in rural parts of the LEP area.

Priority will be given to projects that:

- improve the range and quality of tourism products and services, particularly those that
 - o extend the tourism season
 - o encourage visitors to stay for longer
 - o increase overnight and/or day visitors
- create new sustainable jobs in the applicant business
- create infrastructure supporting the development of rural tourism, such as multi-user trails for cycling and walking

Further reading

ESIF Strategy is at this link

http://www.greaterlincolnshirelep.co.uk/assets/documents/EU_SIF_%28Structural_Investment_Fund%29.pdf

Greater Lincolnshire Destination Management Plan is at this link

http://www.greaterlincolnshirelep.co.uk/assets/documents/Destination_Management_Plan.pdf

Greater Manchester City Region

LEP area	Greater Manchester City Region	Call reference number	15RD17TO0001
LEP area Growth hub website	http://www.businessgrowthhub.com/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270549/Greater_Manchester_LEP_full_class.jpg		
Initial amount allocated	£419,500	Number of projects funded in LEP area	1 to 11
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas.

Priority will be given to projects that:

- create new or expand existing visitor attractions to bring more visitors to the area
- create 1 Full Time Equivalent job for each £25k of grant investment

Applicants should consider how their project fits with the Rural Annex of the GM European Structural and Investment Plan.

Further reading

The GM ESIF Strategy is available using this link: https://www.greatermanchester-ca.gov.uk/downloads/file/118/european_structural_and_investment_plan_-_investment_funds_2014_-_2020

Rural Annex of the GM ESIF Strategy is at this link:

https://www.greatermanchester-ca.gov.uk/downloads/download/76/greater_manchester_european_structure_investment_fund_annex_%E2%80%93_eafrd_greater_manchester_priorities

Greater Manchester Strategy for the Visitor Economy 2014-2020 is at this link:

<http://www.marketingmanchester.com/media/66882/tourism%20strategy%202013.pdf>

Destination Management Plan 2014-17 is at this link:

<http://www.marketingmanchester.com/media/72887/dmp%20final%20version%20-%20july%202014.pdf>

Heart of the South West

LEP area	Heart of the South West	Call reference number	16RD17TO0004
LEP area Growth hub website	http://www.heartofswgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270551/Heart_of_the_South_West_LEP_full_class.jpg		
Initial amount allocated	£2,088,555	Number of projects funded in LEP area	1 to 59
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

The Heart of the South West LEP area is a well-established visitor destination. There is potential to increase the value of tourism in the rural economy. The aim is to expand the tourism offer based on food and drink tourism, culture and heritage, and the distinctive natural landscape of the LEP area, including Areas of Outstanding Natural Beauty and National Parks. These grants are for capital investments for new or enhanced rural tourism assets and infrastructure.

Priority will be given projects that show two or more of the following:

- deliver new or enhanced high-quality visitor attractions and experiences
- extend the visitor season between October and March
- attract higher-spending visitors
- create new tourism businesses with evidenced future growth potential and ambition, in particular those that can show they are resilient to economic and environmental changes
- fit with the local tourism strategy and relevant destination management plan – see link below

New or expanded visitor accommodation is not a priority for this call. These projects and will only be supported where there is clear unmet market need and demand.

The HotSW Growth Hub supports businesses to help them grow. Contact the HotSW Growth Hub to find out more at this link <http://www.heartofswgrowthhub.co.uk/>

Further reading

Heart of the South West European Structural and Investment Funds (ESIF) Strategy is at

http://heartofswlep.co.uk/wp-content/uploads/2016/09/May-2016-HotSW-ESIF-Strategy_0.pdf

Dartmoor and Exmoor Economic Prospectus is at - http://www.exmoor-nationalpark.gov.uk/_data/assets/pdf_file/0005/618944/Dartmoor-Exmoor-Economy-Prospectus-Full-background-version.pdf

Devon Tourism Strategy 2013-2016 is at – <http://www.visitdevon.co.uk/dbimngs/Devon%20Tourism%20Strategy%202013-2016.pdf>

Tourism in Somerset: A Destination Management Plan 2015-2020 is at – <http://www.visitsomerset.co.uk/dbimngs/Tourism%20in%20Somerset%20-%20A%20Destination%20Management%20Plan.pdf>

Exmoor Strategic Action Plan for Sustainable Tourism 2013-2018 is at - http://upload2.evocdn.co.uk/visitexmoor/uploads/asset_file/2_0_etp-strategic-action-plan-for-sustainable-tourism-2013-2018.pdf

Humber

LEP area	Humber	Call reference number	18RD17TO0003
LEP area Growth hub website	http://hub.humberlep.org/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270555/Humber_LEP_full_class.jpg		
Initial amount allocated	£214,000	Number of projects funded in LEP area	1 to 6
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

The aim of this call is to attract more visitors who will spend more time and money in rural parts of the Humber LEP area. These grants are for capital investments to develop and grow tourism in rural areas.

Priority will be given to projects that:

- create new or expanding existing visitor attractions or events
- extend the visitor season between October and March
- increase the number of overnight stays in rural areas
- create quality serviced accommodation where there is clear evidence of need and demand, and the accommodation will achieve appropriate accreditation through industry bodies
- upgrade existing tourism accommodation

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

Humber ESIF Strategy, Version 1, May 2014 is at <http://www.humberlep.org/strategies-and-deals/european-structural-and-investment-funds-strategy/>

Humber Strategic Economic Plan is at <http://www.humberlep.org/strategies-and-deals/the-humber-strategic-economic-plan/>

Visit Hull & East Yorkshire Visitor & Tourism Strategy is at <http://www.visithullandeastyorkshire.com/business/about-us.aspx>

East Riding Tourism Accommodation Study – due to be published early 2017.

Destination management organisation websites:

Visit North Lincolnshire - <http://www.visitnorthlincolnshire.com/>

Discover North East Lincolnshire - <http://www.discovernel.co.uk>

Lancashire

LEP area	Lancashire	Call reference number	19RD17TO0003
LEP area Growth hub website	http://www.boostbusinesslancashire.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270682/Lancashire_LEP_full_class.jpg		
Initial amount allocated	£464,123	Number of projects funded in LEP area	1 to 13
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investment to develop and grow tourism in rural areas. The aim of this call is to:

- increase the quality, choice and competitiveness of the visitor offer in rural areas
- extend the visitor season and develop a stronger year round visitor offer
- increase visitor numbers, occupancy rates and increase visitor spend

Priority will be given to projects that:

- increase the quality and capacity of existing accommodation by:
 - o creating more bed spaces
 - o upgrading bedrooms and communal areas
- develop and expand visitor attractions to offer year round opening
- develop new accommodation and attractions through diversification and new start-ups
- develop infrastructure for tourism and leisure activities, such as multi-user trails for walking and cycling

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

The ESIF Strategy is available using this link: <http://www.lancashirelep.co.uk/media/21472/Draft-ESIF-Strategy-for-Lancashire-1-Oct-15.pdf>

NOTE: Lancashire Visitor Economy Strategy will be available early in 2017. Contact the Lancashire LEP area Growth Hub at this link <http://www.boostbusinesslancashire.co.uk/> for further information

Leeds City Region

LEP area	Leeds City Region	Call reference number	20RD17TO0001
LEP area Growth hub website	http://www.the-lep.com/for-business/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270683/Leeds_City_Region_LEP_full_class.jpg		
Initial amount allocated	£3,001,021	Number of projects funded in LEP area	1 to 85
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules
Local priorities			
<p>These grants are for capital investments to develop and grow tourism in rural parts of the Leeds City Region LEP area. The aim is to increase the following:</p> <ul style="list-style-type: none"> • the number of domestic and overseas visitors • the length of stay of visitors • the number of visitors overnight stays, and • the amount of money spent by visitors <p>Priority will be given to projects that:</p> <ul style="list-style-type: none"> • develop existing visitor attractions particularly <ul style="list-style-type: none"> o to extend the tourism season between October and March o attractions that aren't dependent on the weather • create quality accommodation • create small scale infrastructure such as cycle ways and footpaths to develop outdoor tourism • create new and expand existing events and festivals particularly those that can be built upon in future years and have the potential to create a legacy 			
Further reading			
<p>Details of the Leeds City Region ESIF Strategy can be found at http://www.the-lep.com/LEP/media/New/ESIF%20docs/Leeds-City-Region-ESIF-FINAL.pdf</p> <p>Details of the Leeds City Region Strategic Economic Plan can be found at http://www.the-lep.com/LEP/media/New/SEP%20documents/SEP-2016-2036-FINAL.pdf</p> <p>Details of the Leeds City Region Destination Plan can be found at http://www.the-lep.com/getattachment/About/Governance-and-Funding/EU-Funding-(1)/Leeds-City-Region-Destination-Plan.pdf</p>			

Leicester and Leicestershire

LEP area	Leicester and Leicestershire	Call reference number	21RD17TO0003
LEP area Growth hub website	http://www.llepbizgateway.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270684/Leicester_and_Leicestershire_LEP_full_class.jpg		
Initial amount allocated	£909,217	Number of projects funded in LEP area	1 to 25
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments in rural areas to create visitor attractions and tourism infrastructure. This will attract more visitors who stay longer and spend more money in rural parts of the Leicester and Leicestershire LEP area.

Priority will be given to projects that:

- create new and expand existing attractions and visitor accommodation to
 - o bring more visitors to the area
 - o extend the normal tourism season between October and March
- create or expand access infrastructure such as cycle ways or footpaths, allowing more visitors to engage in local heritage and cultural offers and/or the natural environment
- benefit the wider visitor economy and local businesses

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

ESIF Strategy, is at <https://www.llep.org.uk/content/uploads/2015/03/LLEP-ESIF-Strategy-2014-2020.pdf>

LLEP's Tourism & Hospitality Sector Growth Plan <http://www.llep.org.uk/content/uploads/2015/09/LLEP-Tourism-and-Hospitality-Sector-Growth-Plan.pdf>

LLEP's Tourism & Hospitality Sector Growth Plan Infograph
https://www.llep.org.uk/content/uploads/2016/04/LLEP-tourism-Infographic_100416.pdf

New Anglia

LEP area	New Anglia	Call reference number	24RD17TO0005
LEP area Growth hub website	http://www.newangliagrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270690/New_Anglia_LEP_full_class.jpg		
Initial amount allocated	£2,413,441	Number of projects funded in LEP area	1 to 48
Minimum grant	£50,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

Rural tourism employs around 10% of the workforce in the New Anglia LEP area and contributes £1.3bn to the rural economy. The aim of this call is to help create distinctive and high quality destinations that reflect and enhance the rich diversity of the local tourism offer in Norfolk and Suffolk. These grants are for capital investments to grow and develop tourism in rural areas.

Priority will be given to projects that address one or more of the following:

- create new and develop existing sustainable visitor attractions and/or leisure activities, to
 - o increase the range and quality of activities for visitors
 - o increase the number of overnight stays
 - o increase the length of visitor stays
 - o extend the visitor season, i.e. between October and March
 - o increase visitor spend
- develop infrastructure to connect rural tourism businesses, including
 - o cycle paths and footpaths
 - o local tourism signage
- create year-round sustainable jobs in the applicant business

These grants will not support applications for visitor accommodation projects of any type.

Further reading

ESIF Strategy is at <http://www.newanglia.co.uk/wp-content/uploads/2013/11/2015-11-27-New-Anglia-LEP-EU-Investment-Strategy-version-Nov-2015-FOR-GOV.pdf>

New Anglia Strategic Economic Plan (SEP) is at <http://www.newanglia.co.uk/wp-content/uploads/2014/03/New-Anglia-Strategic-Economic-Plan-V2.pdf>

Norfolk Rural Development Strategy <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/business-policies/rural-development-strategy>

Suffolk Growth Strategy [https://www.suffolk.gov.uk/assets/suffolk.gov.uk/Business/Business Services/Economic development/2013-05-08 updated growth strategy.pdf](https://www.suffolk.gov.uk/assets/suffolk.gov.uk/Business/Business%20Services/Economic%20development/2013-05-08%20updated%20growth%20strategy.pdf)

Visit Norfolk <http://www.visitnorfolk.co.uk/>

Visit Suffolk <http://www.visitsuffolk.com/>

North East

LEP area	North East	Call reference number	25RD17TO0003
LEP area Growth hub website	http://www.northeastgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270692/North_Eastern_LEP_full_class.jpg		
Initial amount allocated	£6,729,787	Number of projects funded in LEP area	1 to 192
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas.

Tourism Infrastructure

Priority will be given to projects that:

- develop new or improve existing tourist attractions that encourage more visitors to stay for longer and spend more
- develop outdoor and adventure-based recreational activities for visitors in open country and/or forests particularly cycling, mountain biking, walking, climbing, water sports and marine nature tourism
- develop new or improve existing tourism attractions, experiences, trails and infrastructure that improve access to and understanding of:
 - o the coastline
 - o protected landscapes - especially if making links to neighbouring protected landscapes and including the Land of Oak and Iron Initiative
 - o Dark Skies - developments must comply with the British Astronomical Society's Lighting Guidelines
 - o North Eastern heritage including the industrial, Roman and religious history
 - o local distinctiveness - including music, crafts, local culture and local food and drink
- attract more visitors during the months of October to March
- increase the variety and number of indoor activities, especially spa or recreational and exercise facilities aimed at tourists
- improve the visitor experience for those with access needs and/or which add to the quality of reception facilities especially at appropriate locations on the coast, exceeding statutory requirements

Tourism Business and Accommodation Development

Priority will be given to projects that:

- are rural businesses located in the eligible areas of County Durham, Northumberland and Gateshead or within the North East Rural Growth Network boundary (see RGN Map) in particular within Northumberland National Park, AONBs and other protected landscapes
- invest in accommodation to:
 - o encourage more visitors to stay for dark skies-related visits, particularly overnight visitors and those from other areas
 - o address gaps in accommodation along recognised cycling and walking routes
 - o improve the quality as defined by Visit England 4 star accreditation or other nationally recognised ratings. This includes boutique hotels and inns, glamping and camping accommodation, bunk houses, lodges and touring caravan sites

North East continued

Local priorities cont.

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further Reading

ESIF Strategy, North East Local Enterprise Partnership 2014 is at <http://www.nelep.co.uk/whatwedo/european-strategy/>

North East Strategic Economic Plan Refresh 2016 is at <http://www.nelep.co.uk/whatwedo/refreshing-the-strategic-economic-plan/>

North East Rural Growth Network Background Report 2012 is at <https://www.archnorthumberland.co.uk/arch-business/rural-growth-network#8/55.137/-1.965>

Final Evaluation of the Rural Growth Network Pilot Initiative 2016 is at <https://www.archnorthumberland.co.uk/uploads/files/defra-rgn-final-evaluation-final-report-19-may-2016.pdf>

County Durham Business and Enterprise Framework 2016 is at <http://www.countydurhampartnership.co.uk/article/8503/Plans-and-Strategies>

Visit County Durham – The Durham Tourism Management Plan 2016-2020 is at <http://www.visitcountydurham.org/visitor-economy/strategies-and-plans/durham-tourism-management-plan>

The Northumberland Economic Strategy 2015-2020 is at <http://www.northumberland.gov.uk/NorthumberlandCounty-Council/media/Business/Economic-Strategy-exec-summ-2015-2020.pdf>

Northumberland Tourism Destination Management Plan 2015-2020 is at <http://www.northumberlandtourism.org.uk/resources/plans-and-research/northumberland-destination-management-plan-2015-2020>

Northumberland National Park Management Plan 2016-2021 is at <http://www.northumberlandnationalpark.org.uk/wp-content/uploads/2015/01/NNP-Management-Plan-2016-2021.pdf>

Northumberland Coast AONB Management Plan 2014-2019 is at <http://www.northumberlandcoastaonb.org/management-plan/>

British Astronomical Society's Lighting Guidelines is at <http://images.visitnorthumberland.com/Northumberland-Dark-Sky-Park/cfds-guidelines.pdf>

Gateshead Economic Growth Acceleration Plan 2014-18 is at <https://www.gateshead.gov.uk/DocumentLibrary/Building/Strategies/Economic-Growth-Acceleration-Plan.pdf>

Gateshead Rural Economic Strategy 2015-2020 is at <http://www.gateshead.gov.uk/DocumentLibrary/council/strategy/Rural-Economic-Strategy-2015---2020.pdf>

Other protected landscapes

North Pennines AONB Management Plan 2014-2019 is at <http://www.northpennines.org.uk/Pages/NewsUpdate-sItem.aspx?NewsUpdatesID=128>

Other tourism related documents

Maximising your sustainability, Visit Britain is at www.visitbritain.org/maximising-your-sustainability

Providing access for all, Visit Britain and Visit England is at www.visitbritain.org/providing-access-all

Oxfordshire

LEP area	Oxfordshire	Call reference number	27RD17TO0003
LEP area Growth hub website	http://www.oxfordshirebusinesssupport.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270698/Oxfordshire_LEP_full_class.jpg		
Initial amount allocated	£747,666	Number of projects funded in LEP area	1 to 21
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to grow and develop tourism in rural areas. The aim of this call is to create and develop tourism businesses and attractions, including events and festivals, to bring more domestic and overseas visitors to rural parts of the LEP area. The tourism priorities of the OxLEP Area are shown in the Strategic Economic Plan and the Creativity, Culture, Heritage and Tourism (CCHT) Investment Plan.

Priority will be given to projects that:

- increase visitors numbers, particularly the off-peak season between October and March, leading to more overnight stays
- increase the length of visitor stays and the amount of money they spend
- create new or develop existing visitor attractions such as heritage and culture, food and drink, and outdoor activities
- create or develop events and festivals that will be self-sustaining in the future

Further reading

The Strategy Economic Plan is at this link: http://www.oxfordshirelep.com/sites/default/files/Oxfordshire%20SEP%202016%20-%20Dec%202016_0.pdf

Creativity, Culture, Heritage and Tourism Investment Plan is at <http://www.oxfordshirelep.org.uk/content/cchtip>

Strategic Environmental and Economic Investment Plan for Oxfordshire is at <http://www.oxfordshirelep.org.uk/content/seeip>

ESIF Strategy is at <http://www.oxfordshirelep.com/sites/default/files/Oxfordshire%20ESIF%20February%202016%20%282%29.pdf>

The Economic Impact of Tourism on Oxfordshire Estimates for 2014 is at <http://experienceoxfordshire.org/partners/insights.aspx>

Sheffield City Region

LEP area	Sheffield City Region	Call reference number	28RD17TO0004
LEP area Growth hub website	https://www.scrgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270701/Sheffield_City_Region_LEP_full_class.jpg		
Initial amount allocated	£742,597	Number of projects funded in LEP area	1 to 21
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas.

Priority will be given to projects that:

- create year round instead of seasonal jobs
- create new and expand existing visitor attractions to bring more visitors to the area and increase overnight stays
- create or develop infrastructure for outdoor activities such as developing multi-user pathways for cycling and walking
- develop visitor attractions associated with heritage, food and drink or outdoor leisure activities
- create new or upgrade existing visitor accommodation
- create 1 Full Time Equivalent jobs for each £25,000 of grant investment
- create employment opportunities for the young and unemployed

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

The ESIF Strategy is available at <http://sheffieldcityregion.org.uk/wp-content/uploads/2013/05/SCR-ESIF-RE-FRESH-Feb-2016-Final-v3.pdf>

LEP area	Solent	Call reference number	29RD17TO0004
LEP area Growth hub website	http://www.solentgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/289975/Solent_LEP_full_class.jpg		
Initial amount allocated	£423,563	Number of projects funded in LEP area	3 to 42
Minimum grant	£35,000 on the mainland (£10,000 on Isle of Wight)	Maximum grant	£150,000

Local priorities

These grants are for capital investment to develop and grow tourism in rural areas.

Priority will be given to projects that:

- create new visitor attractions
- create sustainable year-round jobs in tourism instead of seasonal work
- increase visitor numbers and spend
- invest in attractions, events and tourism activities, particularly those that can show collaboration with other businesses

Further reading

ESIF Strategy is at this link: http://solentlep.org.uk/uploads/documents/EU_Structural_Investment_Fund_Strategy_V3.pdf

South East

LEP area	South East	Call reference number	30RD17TO0004
LEP area Growth hub website	http://www.southeastbusiness.org.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270704/South_East_LEP_full_class.jpg		
Initial amount allocated	£2,475,324	Number of projects funded in LEP area	1 to 49
Minimum grant	£50,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The aim is to increase the length of time and the amount of money spent by visitors in rural part of the SE LEP area.

Priority will be given to projects that:

- create sustainable new or existing rural visitor attractions to increase the range of activities available and extend the tourism season beyond the usual period of May to October
- create new quality visitor accommodation, at least 4* rating or equivalent
- upgrade existing visitor accommodation where it will be above the current accreditation rating and at least 4* rating or equivalent accreditation rating
- invest in events which focus on local culture, heritage, environment, food and drink and bring sustainable economic benefits to the area
- create sustainable year-round jobs in tourism instead of seasonal work

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

The ESIF Strategy is at http://www.southeastlep.com/images/uploads/resources/SELEP_ESIF_Refresh_2016.pdf

SELEP Rural Strategy is at http://www.southeastlep.com/images/uploads/resources/South_East_Local_Enterprise_Partnership_Rural_Strategy.pdf

Visit Kent Strategic Plan is at <http://www.visitkentbusiness.co.uk/home-avk/our-marketing/our-strategy>

Visit Essex 'Economic Impact of the Essex Visitor Economy 2013 is at <http://www.visitessex.com/industry/strategic-documents.aspx>

East Sussex Cultural Strategy 2013-2023 is at <https://www.eastsussex.gov.uk/yourcouncil/about/keydocuments/culturalstrategy>

South East Midlands

LEP area	South East Midlands	Call reference number	31RD17TO0005
LEP area Growth hub website	http://www.velocitybusinesssupport.com/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270706/South_East_Midlands_LEP_full_class.jpg		
Initial amount allocated	£1,046,040	Number of projects funded in LEP area	1 to 13
Minimum grant	£75,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

Rural tourism employs around 60,000 people, or 8% of total employment, in the South East Midlands LEP (SEM-LEP) area. These grants are for capital investments to develop and grow the rural tourism sector.

Priority will be given to projects that address one or more of the following:

- create new visitor attractions and/or leisure activities, to increase the range and quality of the rural tourism offer
- include the use of local suppliers, particularly for local food and drink
- create economic benefits to a number of business, not just the applicant business
- increase the dwell-time of visitors
- extend the visitor season between the months of October to March
- develop infrastructure to connect rural tourism businesses, including
 - o cycle way and footpaths
 - o local tourism signage
- create longer term sustainable jobs in the applicant business

Further reading

SEMLEP ESIF Strategy is at http://www.semlep.com/modules/downloads/download.php?file_name=195

NEP ESIF Strategy is at http://www.semlep.com/modules/downloads/download.php?file_name=426

SEMLEP Arts, heritage, sports, visitors economy, cultural and creative report is at http://www.semlep.com/modules/downloads/download.php?file_name=165

Destination Nene Valley is at www.greenernorthants.org/portfolio/destination-nene-valley

Stoke-on-Trent and Staffordshire

LEP area	Stoke-on-Trent and Staffordshire	Call reference number	32RD17TO0005
LEP area Growth hub website	http://www.stokestaffsgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270708/Stoke-on-Trent_and_Staffordshire_LEP_full_class.jpg		
Initial amount allocated	£464,123	Number of projects funded in LEP area	1 to 9
Minimum grant	£50,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules
Local priorities			
<p>The tourism sector is important to the economy of the SSLEP area. The tourism priorities for the SSLEP area are shown in the destination management plan. These grants are for capital investments to develop and grow tourism in rural areas.</p> <p>Priority will be given to projects that:</p> <ul style="list-style-type: none"> • create new and develop existing visitor attractions in rural areas to <ul style="list-style-type: none"> o increasing the range of visitor activities o extend the tourism season beyond the usual period of May to October • increase the number and length of overnight stays • create and develop infrastructure building on the success of high profile sporting and leisure events as well as food and drink events • create skilled jobs in the applicant business <p>Applications for visitor accommodation of any type will not be supported under this call.</p> <p>The Staffordshire Excellence programme helps develop and improve the quality of the tourism experience across the LEP area. This may help when making an application. See http://www.welcometoexcellence.co.uk/casestudies/a-boost-to-local-tourism-as-staffordshire-rolls-out-an-ambassador-programme.asp</p>			
Further reading			
<p>SSLEP ESIF Strategy, version 2 February 2016 is at http://www.stokestaffslep.org.uk/wp-content/uploads/2015/04/ESIF-Strategy.pdf</p> <p>SSLEP Strategic Economic Plan March 2014 is at http://www.stokestaffslep.org.uk/wp-content/uploads/2014/04/140404-Stoke-and-Staffs-Economic-Plan-Part-1-Strategy-Website.pdf</p> <p>Tourism Destination Management plan for the SSLEP area is at http://mediafiles.thedms.co.uk/Publication/SS-Staff/cms/pdf/DRAFT-Destination-Staffordshire-Strategy-Action-Plan-2015-2018.pdf</p>			

Swindon and Wiltshire

LEP area	Swindon and Wiltshire	Call reference number	33RD17TO0003
LEP area Growth hub website	http://www.wiltshirebusinesshub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270711/Swindon_and_Wiltshire_LEP_full_class.jpg		
Initial amount allocated	£1,113,896	Number of projects funded in LEP area	1 to 31
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments for the creation of visitor attractions and infrastructure to improve the rural tourism offer. This will attract more domestic and overseas visitors who will spend more time and money in rural parts of the LEP area.

Priority will be given to projects that are from the following sectors:

- outdoor activities and low-risk adventure activities
- accessing natural capital and/or the historic landscape. Natural capital includes the natural environment, landscape and natural resources
- food and drink tourism
- arts, heritage, museums, culture and festivals

And that:

- create new visitor attractions and experiences
- create and develop overnight tourism accommodation to at least 4 star or equivalent accreditation rating where relevant to the type of accommodation
- new accommodation linking to local attractions
- increase the length of visitor stays
- extend the visitor season between October and March to increase the number of out of season visits
- attract higher spending visitors
- link to strategic visitor attractions including
 - o Stonehenge and Avebury World Heritage Sites
 - o linear routes such as Kennet & Avon and Wiltshire & Berkshire canals, the Ridgeway national trail and other strategic tourism routes
 - o any of the three Areas of Outstanding Natural Beauty (AONB) and New Forest National Park that lie within the Swindon and Wiltshire LEP area
 - o historic landscapes of Salisbury Plain, Marlborough Downs and Pewsey Vale
 - o national attractions at Longleat, Stourhead, Bowood, Salisbury Cathedral and Cotswold Water Park

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Swindon and Wiltshire continued

Local priorities cont.

Further Reading

The ESIF Strategy is at [http://www.swlep.co.uk/programmes/European-Structural-Investment-Fund-\(ESIF\)](http://www.swlep.co.uk/programmes/European-Structural-Investment-Fund-(ESIF)) . See particularly Activity 1.2 - Rural Tourism – from paragraph 254.

The Wiltshire and Swindon Destination Management and Development Plan has the background to the aim of these grants is at <http://www.visitwiltshire.co.uk/dbimgs/Wiltshire%20&%20Swindon%20Destination%20Management%20%20and%20Development%20Plan%20January%202015.pdf>

Statistics on the volume and performance of visitor accommodation in Wiltshire & Swindon is at this link <http://www.visitwiltshire.co.uk/dbimgs/WILTSHIRE%20&%20SWINDON%20VISITOR%20ACCOMMODATION%20FUTURES%20STUDY.pdf>

Tees Valley

LEP area	Tees Valley	Call reference number	34RD17TO0002
LEP area Growth hub website	http://www.teesbusinesscompass.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270714/Tees_Valley_LEP_full_class.jpg		
Initial amount allocated	£650,000	Number of projects funded in LEP area	1 to 18
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The aim is to:

- support and enhance the tourism offer in rural parts of the Tees Valley LEP area
- increase visitor spend and
- attract visitors to stay longer

Priority will be given to projects that:

- create or expand existing events and festivals in rural areas, such as traditional crafts, skills, music and drama
- create or develop access infrastructure such as cycle ways and footpaths to improve connections between visitor attractions across rural parts of the LEP area

Further reading

Tees Valley Strategic Economic Plan is at - <https://teesvalley-ca.gov.uk/wp-content/uploads/2016/12/SEP-Document.pdf>

Tees Valley ESIF Strategy is at - <https://teesvalley-ca.gov.uk/wp-content/uploads/2016/10/TV-CA-ESIF-Strategy-Doc-Update-DCLG-April-16.pdf>

Thames Valley Berkshire

LEP area	Thames Valley Berkshire	Call reference number	35RD17TO0002
LEP area Growth hub website	http://www.berkshirebusinesshub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270722/Thames_Valley_Berkshire_LEP_full_class.jpg		
Initial amount allocated	£320,000	Number of projects funded in LEP area	1 to 9
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investment to develop and grow tourism in rural areas.

Priority will be given to projects that:

- create or expand infrastructure to increase rural tourism including outdoor tourism, particularly cycling and walking
- create or develop sustainable visitor attractions particularly culture and heritage attractions
- create sustainable events and festivals
- create new or develop existing quality serviced accommodation where
 - o there is clear evidence of need and demand, and
 - o at least 4* accreditation rating or equivalent accreditation rating, and
 - o for existing serviced accommodation it will be above the current accreditation rating

These grants will not support projects that:

- refurbish, repair or maintain existing accommodation where the current standard of facilities and / or accreditation rating is retained

Further reading

The ESIF Strategy is at this link <http://thamesvalleyberkshire.co.uk/LinkClick.aspx?fileticket=IGYsEC1CKng%3d&-portalid=0>

The Marches

LEP area	The Marches	Call reference number	36RD17TO0004
LEP area Growth hub website	http://www.marchesgrowthhub.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270727/The_Marches_LEP_full_class.jpg		
Initial amount allocated	£928,247	Number of projects funded in LEP area	1 to 46
Minimum grant	Usually £35,000, see detail below	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas.

Applicants must show how their project:

- contributes to developing the rural tourism offer in the Marches LEP area
- delivers value for money
- fits with the priorities of the local Visitor Economy Strategies and where applicable, Destination Plans

Priority will be given to projects that:

- extend the tourism season between October and March by creating and developing visitor assets including
 - o visitor attractions,
 - o leisure activities
 - o heritage and cultural sites,
 - o outdoor visitor activities
- create new festivals and events to attract overnight as well as day visitors
- improve information for visitors
- develop tourism infrastructure, including trails and bridleways
- develop local tourism sectors such as food and drink, and rural crafts
- develop sustainable tourism activities

For projects in rural Shropshire only, which are outside of the Southern Shropshire LEADER programme area, a minimum grant amount of £20,000 applies. See the link below for details of the Southern Shropshire LEADER Programme area.

For projects that will create new visitor accommodation, a minimum grant of £75,000 applies. It is expected that new accommodation will aim to achieve at least 4 star or equivalent accreditation rating. Accommodation below this accreditation rating may be supported where there is evidenced market need and demand.

These projects must show all of the following:

- clear need and market demand for the new accommodation
- the number of new bed spaces to be created, and
- provides benefits to other business and the economy in the local rural area

The Marches continued

Further Reading

The Marches' ESIF Strategy is available at www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/Marches%20Final%20Strategy%20040914-3.pdf

Other relevant documents include:

A Tourism Strategy for Herefordshire 2010 – 2015 http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/herefordshire_tourism_strategy_final_3910.pdf

Destination Shrewsbury http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Shrewsbury%20Visitor%20Economy%20Strategy%20FD.pdf

Telford & Wrekin Destination Management Plan http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Telford-Tourism-Partnership-Destination-Management-Plan-LR.pdf

Sustainable Tourism in the Shropshire Hills and Ludlow http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/A%20Strategy%20and%20Action%20Plan%20for%20Sustainable%20Tourism.pdf

North Shropshire and Oswestry Visitor Economy Strategy http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Aug%2012%20Visitor%20Economy%20Strategy%20for%20North%20Shropshire%20Oswestry.pdf

The Herefordshire Destination Management Plan is currently in development. The existing strategy can be accessed at <http://www.herefordshirebusinessboard.co.uk/connect/visit-herefordshire/>

West of England

LEP area	West of England	Call reference number	37RD17TO0003
LEP area Growth hub website	https://www.wearegrowth.co.uk/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270728/West_of_England_LEP_full_class.jpg		
Initial amount allocated	£271,756	Number of projects funded in LEP area	3 to 7
Minimum grant	£35,000	Maximum grant	£100,000
Local priorities			
<p>These grants are for capital investments to develop and grow tourism in rural areas. Investing in facilities and infrastructure will increase the number of jobs in, and improve the economic and community benefits of, tourism in the West of England LEP area. The aim is to expand the tourism offer based on food and drink tourism, culture and heritage, and the distinctive natural landscape, including two Areas of Outstanding Natural Beauty, of the West of England LEP area.</p> <p>Priority will be given to projects that are able to demonstrate two or more of the following criteria:</p> <ul style="list-style-type: none"> • create new or enhance high-quality outdoor leisure activities and experiences for visitors • increase the number of overnight stays in rural areas • attract more visitors, particularly outside the normal tourist season between October and March • create economic benefits to a number of businesses, not just the applicant business • show partnership-working and shared benefits of the grant with other businesses to build on the existing visitor offer <p>New or expanded visitor accommodation is not a priority for these grants and will only be supported where there is clear evidence of market need and demand.</p>			
Further reading			
<p>The West of England ESIF Strategy is at this link http://www.westofenglandlep.co.uk/assets/files/Funding/EU%20SIF%20strategy%20v13%20JAN%202016%20refresh.pdf</p> <p>The West of England LEADER Local Development Strategy summarises the issues that affect the rural economy. This information may help when making an application. See this link http://www.westofenglandrdp.org.uk/wp-content/uploads/2015/12/Final-document-V4-June-15.pdf</p>			

York North Yorkshire East Riding

LEP area	York, North Yorkshire, East Riding	Call reference number	39RD17TO0004
LEP area Growth hub website	http://www.howsbusiness.org/		
LEP area rural map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270733/York_North_Yorkshire_and_East_Riding_LEP_full_class.jpg		
Initial amount allocated	£3,235,867	Number of projects funded in LEP area	8 to 92
Minimum grant	£35,000	Maximum grant	Commercial projects €200,000 approx. £170,000 Other projects £2,000,000 subject to state aid rules

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas. The aim is to bring more national and international visitors to rural areas who stay longer, come back for repeat visits and tell others to visit. The investments will build on the reputation of the YNYER LEP area of providing a great welcome for visitors and increase word of mouth recommendations by national and international visitors.

Priority will be given to projects that:

- create and improve infrastructure for outdoor activities, particularly projects that develop capacity and enhance the reputation of the area for activities including cycling, walking, horse riding, canoeing and nature tourism
- create and develop infrastructure to enable visitors to move around the area such as cycle paths and footpaths
- improve facilities to encourage:
 - o visitors to stay longer
 - o make return visits

Further reading

The relevant ESIF strategy, from 2014, can be found at <http://www.businessinspiredgrowth.com/wp-content/uploads/2015/06/EUSIF-Strategic-Economic-Plan.pdf>

The latest refresh of the LEP Strategic Economic Plan can be found on their website <http://www.businessinspiredgrowth.com/wp-content/uploads/2016/07/SEP-Update-2016.pdf>

Applicants in the National Parks or the East Riding should also refer to these local tourism strategies:

North York Moors and Yorkshire Dales National Parks <http://www.businessinspiredgrowth.com/wp-content/uploads/2016/10/Growing-the-Visitor-Economy-of-the-Protected-Landscapes-Prospectus-v-1.1-FINAL.pdf>

East Riding of Yorkshire

<http://mediafiles.thedms.co.uk/Publication/YS-EY/cms/pdf/VHEY%20Tourism%20Strategy.pdf>



Department
for Environment
Food & Rural Affairs

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Defra rural services helpline

 03000 200 301

 GPEnquiries@rpa.gsi.gov.uk