

# SUPPORT FOR RURAL TOURISM



Total programme budget (at 2015): **£381,398**

Programme Targets	
<b>No. of Projects</b>	12
<b>No. of Businesses or Holdings Benefitting</b>	12
<b>No. of Jobs Created</b>	12

## Local priorities:

To support the provisions and promotion of 'active' and 'cultural' tourism

To develop and promote the local food and drink offer

To help establish North Devon and Exmoor as a top choice UK holiday destination

## Grant:

- Minimum grant amount £2,500
- Up to 80% for non-profit making investments that have a wider benefit for the local tourist economy (e.g. events and festivals)
- Up to 100% for projects that have a benefit in terms of wider value to the local tourist economy where there is no income, such as paths, cycle paths, signage and interpretation boards (100% grants will only be offered in exceptional circumstances and efforts to secure match funding should be demonstrated)
- Individual businesses with commercial projects should apply via Priority 2.

## Who can apply?

- A community group that wants to invest in a small scale infrastructure to support and develop tourism;
- A group of rural tourist businesses working together to develop clusters of activity;
- Local authorities and administrators;
- Public-private partnerships;
- Non-Governmental organisations (NGOs);
- Organisations in charge of tourist and recreational development e.g. a destination organisation (that is, an organisation whose role is to promote tourism in a particular location or area).

**Web:** [www.leader5.co.uk](http://www.leader5.co.uk) **Phone:** 01237 426423 **Email:** [leader5@northdevonplus.co.uk](mailto:leader5@northdevonplus.co.uk)

Please note: this is a summary document – full details can be found in the Applicant Handbook

### What is eligible?

- High quality visitor products and services that encourage visitors to stay longer, link tourism providers together and extend the visitor centre
- Visitor activities/niche products linked to quality local food, culture, heritage and rural crafts/assets such as heritage events and festivals promoting local culture;
- Access infrastructure to help people connect to the natural environment such as paths and cycle-ways;
- Developing and associated (capital) marketing and signposting of culture, leisure, heritage, visitor activities or attractions;
- Supporting events and festivals;
- Developing innovative technology that enhances collaboration between businesses and provides information to attract visitors.

### Costs could include:

- Construction, acquisition (including leasing) or improvement to immovable property;
- General costs linked to facilitating investments such as architect, engineer, consultation fees, but these can't add up to more than 15% of the project's total eligible costs;
- Marketing and promotion where these are part of a larger project;
- Capital costs involved in supporting events and festivals (for example equipment hire, marquee hire, marketing development costs);
- Short term salaries associated with project development of events and festivals; and
- Intangible investments including acquisition or development of computer software and acquisition of patents, licences, copyrights, trademarks.

### Ineligible costs:

- Computers, software and printers used for the general running of the business, such as processing orders and accounts;
- Moveable fittings such as soft furnishing, beds, tables, chairs, curtains, television and audio equipment, crockery, cutlery, small kitchen equipment;
- Tourism brown signs and motorway signage;
- Landscaping – unless it is part of 'making good' for an application for a major attraction or accommodation expansion. In which case, only the landscaping contractor's fees would be eligible, not plants, seeds, turf or trees;

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- Projects to meet statutory requirements for disabled access, fire regulations or emergency exits, unless the costs of providing access, exit and complying with regulations forms part of the normal costs for a major expansion project;
- In-kind contributions;
- Costs for standard agricultural equipment & inputs, like animals & annual crops;
- Cost of agricultural production rights & payment entitlements;
- Cost of getting any consents needed, for example planning permission;
- Costs for anything that's a standard industry obligation, for example requirements of the Basic Payment Scheme;
- Costs that are incurred before the date of the grant funding agreement;
- Financial charges, such as interest, fines and maintenance;
- Reclaimable VAT;
- Any items the applicant already gets EU or national funding for;
- Projects the applicant is required to do by law or to meet a legal requirement;
- Like-for-like replacements;
- Costs connected with a leasing contract, such as lessor's margin, interest refinancing costs, overheads and insurance charges;
- Salaries, running costs;
- Relocation of the business;
- Own labour;
- Licence fees, subscriptions and service charges;
- Standard computer and mobile equipment; and
- Costs for renewable heat and energy systems covered by the Renewable Heat Incentive (RHI) or Feed-In Tariffs (FITs) aren't eligible.



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



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