Department for Environment Food & Rural Affairs

RDPE Growth Programme

Rural Tourism Infrastructure Handbook

Deadline for expressions of interest: midnight 16 February 2020

Search 'RDPE Growth Programme' on GOV.UK

Contents

How Growth Programme grants work

Got an idea? Make a plan

1 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 make sure you're definitely eligible and that there is funding available in your local area.

Express an interest

3 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.
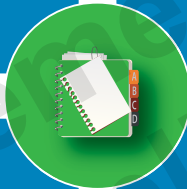
4 Apply in full

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

Get to work

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

6 Claim your money

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

This scheme closed to new applications on 17 February 2020

1

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. Money should be directed to give the most benefit locally.

Cornwall and the Isles of Scilly (CIoS) are defined by the EU as a 'Less Developed Region'. Applications from the CIoS LEP area will be considered separately, but at the same time as applications from other LEP areas.

The total funding for these grants is limited. Therefore, your grant application will be in competition with others for the available funding and your application may not be successful.

Government guarantees about funding after the UK leaves the EU

The UK Government has guaranteed that any Rural Development Programme projects where funding has been agreed before the end of 2020 will be funded for their full lifetime. This applies in both a negotiated and a no-deal scenario. It will make sure funding is continued for these projects until they finish. This means that Defra can continue to agree and sign new projects after the UK leaves the EU during 2019 and 2020.

Deadlines: The RPA will agree a target end date with all successful applicants. The final date by which all projects must be finished, paid for and complete grant claims submitted is 30 September 2021.

2

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

The minimum grant is £20,000.

You won't automatically get a grant.

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.

3

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	• Tourist attractions • Accommodation • Retail outlets • Food and drink outlets	• 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	• Small buildings for tourist information	• Rural businesses, including social enterprises • Farmers • Land-owners • People or groups representing rural communities • Charities • Public bodies
Generates no income	• Free tourist attractions, for example local landmarks	• 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 £8.5 million) or less
Micro	fewer than 10	and	€2m (about £1.7 million) or less

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

Anyone who works 30 hours or more 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 30 hours or more per week they 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.gov.uk

4

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 case and for projects that meet the priorities for funding.

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 must meet two of the priorities below, or your application will be rejected. The more priorities your project meets, the more likely you are to get a grant.

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

5

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 minimum grant is £20,000. The maximum grant per project is €200,000 (approximately £175,000 at current exchange rates).

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 maximum percentage of funding you can get depends on whether or not the project is commercially run and intended to make a profit, not the status of the applicant organisation.

Type of project	Maximum percentage
Commercial, profit-making project (such as a tourist attraction)	Up to 40%
Makes some income to offset costs but is not intended to make a profit (such as small buildings for tourist information)	Up to 80%
Generates no income (such as a new cycle path)	Up to 100%

Has your business 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.

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

23

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)
- costs of establishing the England Coast Path where these are part of the statutory obligation

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
- standard, non-specialised domestic vehicles, such as cars (including 4 X 4) and motorbikes
- road freight transport vehicles for hire or reward

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 Rural Payments Agency helpline on 03000 200 301 or email GPEnquiries@rpa.gov.uk

6

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. At EOI stage, applications will be assessed as they are received. At full application stage, projects will be assessed in batches. Only the highest-scoring applications will be successful.

Deadline:

We must receive your EOI before midnight on 16 February 2020 – if we get it after this deadline, we will reject it.

The expression of interest (EOI) form

You can find the EOI form on GOV.UK – search 'RDPE Growth Programme EOI'.
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.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 at question 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 complain against the decision, read the 'How to complain' 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 will assess Full Applications in three batches. Decisions on applications in each batch will be made at the same time. You will need to tell us on the EOI form which batch you want your full application to be part of.

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

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, such as changing a supplier, 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.

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

We must 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
13 Greater Cambridgeshire
     Greater Peterborough
14 Greater Lincolnshire
15 Greater Manchester
16 Heart of the South West
17 Hertfordshire
18 Humber
19 Lancashire
20 Leeds City Region
21 Leicester and Leicestershire
22 Liverpool City Region
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
38 Worcestershire
39 York
     North Yorkshire
     East Riding
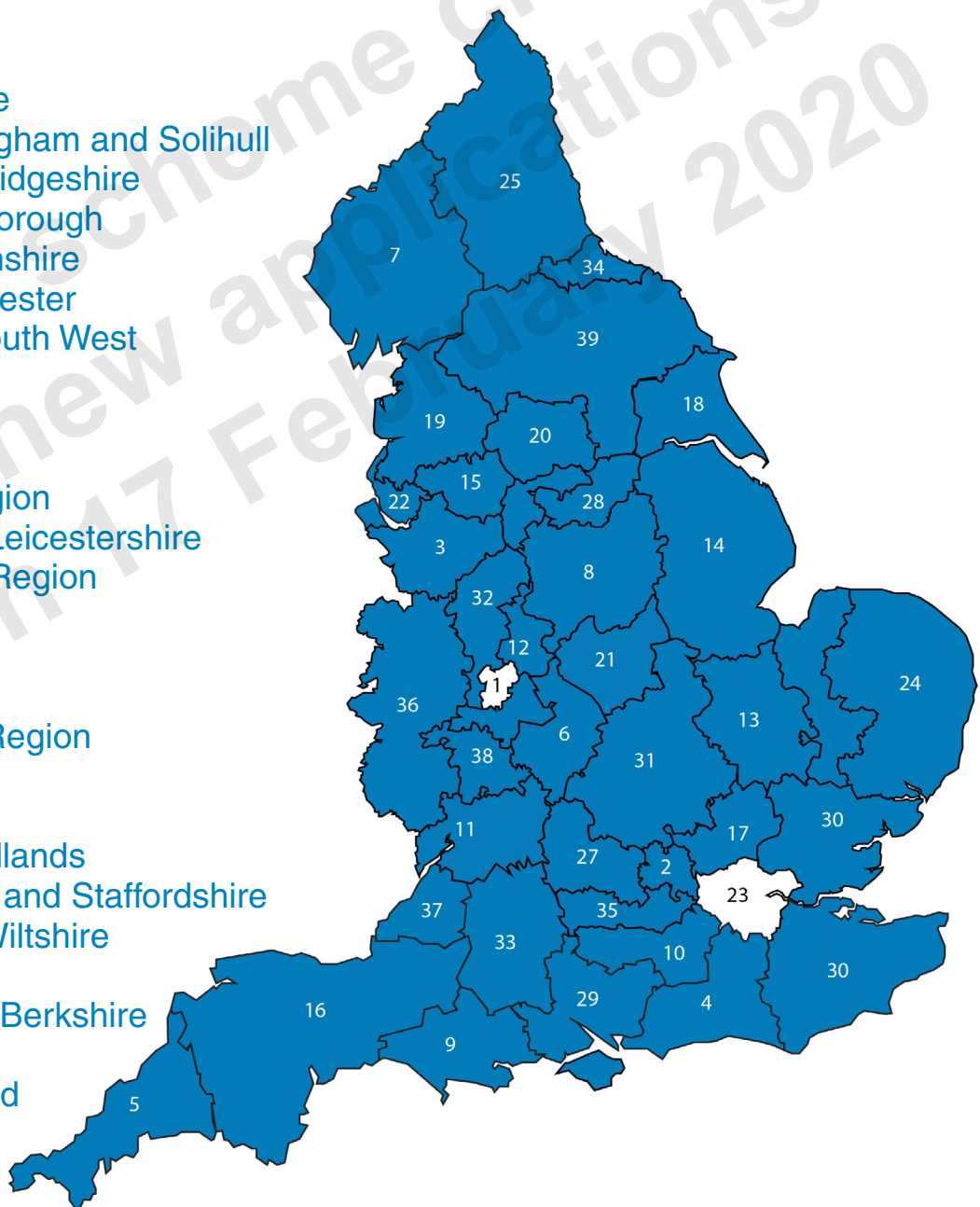
Grants in your area

Use this directory to find out about the priorities for funding and what funding is available in your LEP 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:

The RPA will agree a target end date with all successful applicants.

The final date by which all projects must be finished, paid for and complete grant claims submitted is 30 September 2021.

Buckinghamshire Thames Valley

LEP area	Buckinghamshire Thames Valley	Call reference number	02RD19TO0009
LEP area Growth hub website	www.bbf.uk.com		
LEP area rural map	Buckinghamshire Thames Valley area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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:
    - arts and crafts leisure activities
    - outdoor leisure and environmental or educational activities - particularly walking, cycling, water-sports, wildlife-watching and camping
    - local culture and heritage
    - literary, TV and film attractions
    - local food and drink tourism attractions
    - rural market town heritage
    - new on-farm attractions particularly with a focus on the countryside, such as farm parks
    - 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	03RD19TO0008
LEP area Growth hub website	www.candwgrowthhub.co.uk		
LEP area rural map	Cheshire and Warrington area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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:
    - quality of tourism activities in the LEP area
    - 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:
    - local culture and heritage
    - the natural environment
    - outdoor pursuits
- increase the quality and capacity of existing accommodation by:
    - creating more bed spaces
    - upgrading bedrooms and communal areas
- create and develop events and festivals

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

Tourism Destination Management plan

Coast to Capital

LEP area	Coast to Capital	Call reference number	04RD19TO0007
LEP area Growth hub website	www.c2cbusiness.org.uk		
LEP area rural map	Coast to Capital area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
- appeal to international visitors especially inbound via Gatwick airport

Further reading

ESIF Strategy

Coast to Capital's Rural Statement

Coast to Capital's strategies

Coast to Capital Strategic Economic Plan (Gatwick 360)

Cornwall and the Isles of Scilly

LEP area	Cornwall and the Isles of Scilly	Call reference number	05RD19TO0007
LEP area Growth hub website	www.ciosgrowthhub.com		
LEP area rural map	Cornwall and the Isles of Scilly area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

These grants are for capital investments to develop and improve the quality of the offer in order to 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 (CIoS) 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 (£19,247)
- generate growth through an increase in turnover and jobs in the applicant business by increasing 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
- improve productivity in the applicant business
- attract more visitors from overseas
- increase the number of visitor overnight stays. Improvements in the quality of accommodation facilities will only be considered where any improvements will lead to an increase in the "star" or "quality rating" of the provider by a recognised tourism accreditation scheme
- 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

Applications need to show the local need and demand for the project that will grow the market overall and not simply take trade from other businesses.

These grants will not support projects that:

- creates new visitor accommodation
- 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

Further reading
Applicants should also contact David Rodda for support and advice with their application. This grant fits with the Cornwall and Isles of Scilly Integrated Territorial Development Strategy (ESIF Strategy). This sets out how Cornwall and the Isles of Scilly will use ESIF funds to increase productivity and competitiveness of businesses in the area. This is also set in the context of the following: The Cornwall and Isles of Scilly Strategic Economic Plan 2017-2030 Strategic Economic Plan for the Isles of Scilly The information at the following links may help applicants when making an application. • Visit England Statistics • Visit Cornwall • Visit Isles of Scilly

Coventry and Warwickshire

LEP area	Coventry and Warwickshire	Call reference number	06RD19TO0008
LEP area Growth hub website	www.cwgrowthhub.co.uk		
LEP area rural map	Coventry and Warwickshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
    - increase the dwell time of visitors
    - increase the number of overnight stays
    - increase visitor spend
    - 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

Coventry and Warwickshire Strategic Economic Plan

Warwickshire Visitor Economy Framework 2013-2018

Destination Management Plan for the Shakespeare's England Region 2015-2025

North Warwickshire and Hinckley and Bosworth Destination Management Plan 2017-2022

Cumbria

LEP area	Cumbria	Call reference number	07RD19TO0008
LEP area Growth hub website	www.cumbriagrowthhub.co.uk		
LEP area rural map	Cumbria area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

Priority will be given to projects that:

- increase overnight visitor stays in Cumbria by:
    - creating new visitor attractions to increase the range and quality of Cumbria's offer
    - developing and enhancing existing visitor attractions
    - developing attractions that extend the length of the tourism season
    - developing all-weather attractions
    - attracting more international visitors to Cumbria
- create sustainable visitor attractions that build on Cumbria's heritage, landscape, culture
- create, extend and improve infrastructure to develop events and outdoor activities, particularly walking and cycling
- increase the quality and capacity of existing accommodation by:
    - creating more bed spaces
    - upgrading bedrooms and communal areas

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

Cumbria LEP website
Cumbria Industrial Strategy
Cumbria Rural and Visitor Economy Growth Plan

D2N2

LEP area	Derby Derbyshire Nottingham Nottinghamshire (D2N2)	Call reference number	08RD19TO0008
LEP area Growth hub website	www.d2n2growthhub.co.uk		
LEP area rural map	D2N2 area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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 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

Derbyshire

D2N2 Visitor Economy Sector report

D2N2 LEP's ESIF Strategy, version May 2016

Applications must consider the relevant Core Delivery Principles

Dorset

LEP area	Dorset	Call reference number	09RD19TO0008
LEP area Growth hub website	www.dorsetlep.co.uk		
LEP area rural map	Dorset area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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

Dorset LEP area ESIF Strategy

Dorset Destination Management Plan

Dorset Strategic Economic Plan

Enterprise M3

LEP area	Enterprise M3	Call reference number	10RD19TO0009
LEP area Growth hub website	https://www.enterprisem3growthhub.co.uk/		
LEP area rural map	Enterprise M3 area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
Enterprise M3 Rural Briefing Paper

Gloucestershire / GFirst

LEP area	Gloucestershire / GFirst	Call reference number	11RD19TO0006
LEP area Growth hub website	www.thegrowthhub.biz		
LEP area rural map	Gloucestershire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
    - outdoor activities
    - arts and crafts,
    - local history and heritage
    - local food and drink tourism
- extend the tourism season for both the applicant 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
Cotswolds Tourism destination management plan
Wye Valley and Forest of Dean destination management plan

Greater Birmingham and Solihull

LEP area	Greater Birmingham and Solihull	Call reference number	12RD19TO0007
LEP area Growth hub website	www.gbslepgrowthhub.co.uk		
LEP area rural map	Greater Birmingham and Solihull area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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   - increase the range of activities for visitors   - increase the dwell-time of visitors   - 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
Greater Birmingham and Solihull LEP area ESIF Strategy

Greater Cambridgeshire and Greater Peterborough

LEP area	Greater Cambridgeshire and Greater Peterborough	Call reference number	13RD19TO0006
LEP area Growth hub website	signpost2grow.co.uk/		
LEP area rural map	Greater Cambridgeshire and Greater Peterborough area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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 visitor attractions and experiences
- develop existing attractions and experiences to achieve at least one of the following
    - increase the dwell time of visitors
    - increase the number of overnight stays
    - increase visitor spend
    - create new jobs
- create and develop capital infrastructure to enhance tourism sectors such as local food and drink, culture and heritage, and outdoor activities such as safe cycle routes

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

Further reading

GCGP ESIF Strategy

Cambridgeshire & Peterborough Independent Economic Review (CPIER)

Cambridgeshire & Peterborough Local Industrial Strategy

Greater Lincolnshire

LEP area	Greater Lincolnshire	Call reference number	14RD19TO0008
LEP area Growth hub website	www.businesslincolnshire.com		
LEP area rural map	Greater Lincolnshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
    - extend the tourism season
    - encourage visitors to stay for longer
    - 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

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

Greater Lincolnshire LEP area ESIF Strategy

Greater Lincolnshire Strategic Economic Plan April 2016 Refresh

Greater Lincolnshire Destination Management Plan

Greater Manchester

LEP area	Greater Manchester City Region	Call reference number	15RD19TO0004
LEP area Growth hub website	www.businessgrowthhub.com		
LEP area rural map	Greater Manchester area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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:
    - increase the dwell time of visitors
    - increase the number of overnight stays
    - increase visitor spend
    - create new jobs

Further reading

Greater Manchester Local Industrial Strategy

Greater Manchester Independent Prosperity Review

Greater Manchester Strategy

Greater Manchester ESIF Plan – Rural priorities page 39

Hertfordshire

LEP area	Hertfordshire	Call reference number	17RD19TO0005
LEP area Growth hub website	www.hertsgrowthhub.com/		
LEP area rural map	Hertfordshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas, increasing visitor numbers, encouraging them to stay longer, spend more and to recommend the destination to others.

Priority will be given to projects that:

- create new and expand existing quality visitor accommodation where there is clear evidence of need and demand
- create new and expand existing visitor attractions
- support business tourism infrastructure provision and facilities, including supporting meetings, incentives, conferences and events (MICE)
- create and develop capital infrastructure to enhance tourism sub-sectors such as Hertfordshire's Film and TV tourism offer, local food and drink, culture and heritage, and outdoor activities
- enhance access to rural attractions with improved infrastructures such as better cycling and walking routes
- creates new jobs in the applicant business
- support and fit with the aims and priorities of Hertfordshire's Destination Management Plan and Cultural Tourism Study (links below)

These grants will not support projects that:

- Refurbish, repair or maintain existing accommodation.

Further reading

Hertfordshire ESIF Strategy

Rural Hertfordshire Profile

Hertfordshire Strategic Economic Plan 2017-2030

Economic Impact of Tourism in Hertfordshire

Destination Management Plan – Action Plan

Destination Management Plan – The Strategy

Economic Impact of Culture in Hertfordshire

Heart of the South West

LEP area	Heart of the South West	Call reference number	16RD19TO0007
LEP area Growth hub website	www.heartofswgrowthhub.co.uk		
LEP area rural map	Heart of the South West area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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/plan and/or related policy documents – see links below New or expanded visitor accommodation is not a priority for this call. These projects 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 - Version 2 Heart of the South West Productivity Strategy Tourism in Somerset: A Destination Management Plan 2015-2020 Devon Tourism Strategy 2013-2016 Dartmoor and Exmoor Economic Prospectus Exmoor Strategic Action Plan for Sustainable Tourism 2013-2018 South West Rural Productivity Commission Report and supporting evidence

Humber

LEP area	Humber	Call reference number	18RD19TO0006
LEP area Growth hub website	www.humbergrowthhub.org/		
LEP area rural map	Humber area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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

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 LEP area ESIF Strategy

Humber Strategic Economic Plan

Visit Hull & East Yorkshire Visitor & Tourism Strategy

East Riding Tourism Accommodation Study

Destination management organisation websites:

Visit Hull & East Yorkshire

Visit North Lincolnshire

Discover North East Lincolnshire

Lancashire

LEP area	Lancashire	Call reference number	19RD19TO0007
LEP area Growth hub website	www.boostbusinesslancashire.co.uk		
LEP area rural map	Lancashire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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:
    - creating more bed spaces
    - 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 Lancashire LEP area ESIF Strategy

Leeds City Region

LEP area	Leeds City Region	Call reference number	20RD19TO0006
LEP area Growth hub website	www.the-lep.com/for-business		
LEP area rural map	Leeds City Region area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

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:

- the number of domestic and overseas visitors
- the length of stay of visitors
- the number of visitors overnight stays
- the amount of money spent by visitors

Priority will be given to projects that:

- develop existing visitor attractions particularly:
  - to extend the tourism season between October and March
  - 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

Leeds City Region LEP area ESIF Strategy

Leeds City Region Strategic Economic Plan

Leeds City Region Destination Plan

Leicester and Leicestershire

LEP area	Leicester and Leicestershire	Call reference number	21RD19TO0007
LEP area Growth hub website	www.llepbizgateway.co.uk		
LEP area rural map	Leicester and Leicestershire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities
These grants are for capital investment in rural areas of the Leicester and Leicestershire LEP area that will bring more visitors to the area, including outside the normal tourist season. Priority will be given to projects that: • create new or expand existing visitor attractions • provide access to and/or enhance local heritage and cultural offers and the natural environment • benefit the wider visitor economy and local businesses

Further reading
Prior to starting your application the LLEP recommend applicants to read / refer to the following documents where applicable: LLEP European Structural Investment Funds Strategy (Jan 2016) Rural Evidence Base (2018) LLEP Local Industrial Strategy Economic Review (June 2019) Leicester & Leicestershire Business Survey 2017 Leicestershire Market Towns Research East Leicestershire Tourist Accommodation Study

Liverpool City Region

LEP area	Liverpool City Region	Call reference number	22RD19TO0005
LEP area Growth hub website	localgrowthhub.com/		
LEP area rural map	Liverpool City Region area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

These grants are for capital investments to develop and grow tourism in rural areas of Liverpool City Region helping develop a year round tourism offer.

Priority will be given to projects that:

- create new visitor attractions and experiences increasing the range of activities for visitors
- create or develop a year round tourism offer
- develop existing attractions to
    - increase the dwell time of visitors
    - increase the number of overnight stays
    - increase visitor spend
    - create new quality 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 the Liverpool City Region Destination Plan – 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

Liverpool City Region LEP ESIF Strategy
Liverpool City Region LEP Growth Strategy
Liverpool City Region LEP Funding
Liverpool City Region Destination Management Plan

New Anglia

LEP area	New Anglia	Call reference number	24RD19TO0008
LEP area Growth hub website	www.newangliagrowthhub.co.uk		
LEP area rural map	New Anglia area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

Rural tourism employs around 88,000 people in Norfolk and Suffolk and attracts 5m overnights visits annually. These grants are to help create distinctive and high quality destinations that reflect and enhance the rich diversity of the local tourism offer in Norfolk and Suffolk. They 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:
  - increase the range and quality of activities for visitors
  - increase the number of overnight stays
  - increase the length of visitor stays
  - extend the visitor season, i.e. between October and March
  - increase visitor spend
- develop infrastructure to connect rural tourism businesses, including:
  - cycle paths and footpaths
  - local tourism signage
- create year-round sustainable jobs in the applicant business

Further reading

New Anglia EU Investment Strategy
Norfolk and Suffolk Economic Strategy
Visit Norfolk
Visit Suffolk

North East

LEP area	North East	Call reference number	25RD19TO0006
LEP area Growth hub website	www.northeastgrowthhub.co.uk		
LEP area rural map	North East area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000
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:
  - the coastline
  - protected landscapes - especially if making links to neighbouring protected landscapes and including the Land of Oak and Iron Initiative
  - Dark Skies - developments must comply with the British Astronomical Society's Lighting Guidelines
  - North Eastern heritage including the industrial, Roman and religious history
  - 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
- Improve the accommodation offer in the rural area and in particular within Northumberland National Park, AONBs and other protected landscapes

Tourism Business and Accommodation Development

Priority will be given to projects that invest in accommodation to:

- encourage more visitors to stay for dark skies-related visits, particularly overnight visitors and those from other areas
- address gaps in accommodation along recognised cycling and walking routes
- 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 continued
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
North East Local Enterprise Partnership SIF Strategy North East Strategic Economic Plan North East Rural Growth Network Background Report 2012 Final Evaluation of the Rural Growth Network Pilot Initiative 2016 **County Durham** County Durham Business and Enterprise Framework 2016 Visit County Durham – The Durham Tourism Management Plan 2016-2020 **Northumberland** The Northumberland Economic Strategy 2015-2020 Northumberland Tourism Destination Management Plan 2015-20 Northumberland National Park Management Plan 2016-21 Northumberland Coast Area of Outstanding Natural Beauty AONB Management Plan 2014-2019 British Astronomical Society's Lighting Guidelines **Gateshead** Gateshead Economic Growth Acceleration Plan 2014-18 Gateshead Rural Economic Strategy 2015-20 **Other protected landscapes** North Pennines AONB Management Plan 2014-19 **Other tourism related documents** Visit Britain's Maximising your sustainability Visit Britain and Visit England's Providing access for all

Oxfordshire

LEP area	Oxfordshire	Call reference number	27RD19TO0006
LEP area Growth hub website	www.oxfordshirelep.com/business/growth-hub		
LEP area rural map	Oxfordshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities
These grants are for capital investments to grow and develop tourism in rural areas. The aim of the grant 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 sector is a major contributor to the Oxfordshire economy accounting for 10% of output and generating in excess of £2billion per annum. The ambition is to continue to grow this market share and establish a full, twelve month offer across the County which ensures we attract and increase the length of stay of visitors. The tourism priorities of the OxLEP Area are shown in the plans and strategies listed below, under further reading. 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
Key strategic documents on Oxfordshire's economy can be found on the OxLEP website. Particular focus should be given to the following plans and strategies which are listed: • Oxfordshire Local Industrial Strategy • Oxfordshire Strategic Economic Plan • Oxfordshire European Structural Investment Funds Strategy • Oxfordshire Creative, Cultural, Heritage and Tourism Investment Plan In addition to this, the latest data on visitor profiles for Oxfordshire has been compiled for the County's Destination Management Organisation, Experience Oxfordshire.

Sheffield City Region

LEP area	Sheffield City Region	Call reference number	28RD19TO0007
LEP area Growth hub website	www.scrgrowthhub.co.uk		
LEP area rural map	Sheffield City Region area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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 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

Sheffield City Region LEP area ESIF Strategy

Solent

LEP area	Solent	Call reference number	29RD19TO0007
LEP area Growth hub website	www.solentgrowthhub.co.uk		
LEP area rural map	Solent area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
Solent LEP area ESIF Strategy

South East

LEP area	South East	Call reference number	30RD19TO0007
LEP area Growth hub website	www.southeastbusiness.org.uk		
LEP area rural map	South East area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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

ESIF Strategy

SELEP Rural Strategy

Visit Essex 'Economic Impact of the Essex Visitor Economy' 2017

East Sussex Cultural Strategy

South East Midlands

LEP area	South East Midlands	Call reference number	31RD19TO0008
LEP area Growth hub website	www.semlepgrowthhub.com/		
LEP area rural map	South East Midlands area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

Rural tourism employs around 60,000 people, or 8% of total employment, in the South East Midlands LEP (SEMLEP) 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
    - cycle way and footpaths
    - local tourism signage
- create longer term sustainable jobs in the applicant business
- create quality serviced tourist accommodation, where there is clear evidence of need and will achieve formal accreditation through industry bodies
- upgrade existing tourism accommodation to increase the current accreditation rating of the accommodation

Further reading

In 2017 South East Midlands LEP (SEMLEP) published a reprised Strategic Economic Plan (SEP) which focuses on 3 core pillars: Growing Business; Growing People; Growing Places. This Plan sets the ambition and strategic economic direction for the South East Midlands to 2050, in particular on the next 10 years.

SEMLEP published their Local Industrial Strategy (LIS) on 19 July 2019, which sets out a more detailed description of the interventions required to boost productivity in SEMLEP.

Stoke-on-Trent and Staffordshire

LEP area	Stoke-on-Trent and Staffordshire	Call reference number	32RD19TO0008
LEP area Growth hub website	www.stokestaffsgrowthhub.co.uk		
LEP area rural map	Stoke-on-Trent and Staffordshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

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.

Priority will be given to projects that:

- create new and develop existing visitor attractions in rural areas to
  - increasing the range of visitor activities
  - 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

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
- provide benefits to other businesses and the economy in the local rural area

Further reading

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.

SSLEP Strategic Economic Plan April 2018

SSLEP ESIF Strategy

Swindon and Wiltshire

LEP area	Swindon and Wiltshire	Call reference number	33RD19TO0006
LEP area Growth hub website	growthhub.swlep.co.uk/		
LEP area rural map	Swindon and Wiltshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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: - 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

Further reading
The Swindon and Wiltshire LEP area ESIF Strategy , see particularly Activity 1.2 - Rural Tourism – from page 67. The Wiltshire and Swindon Destination Management and Development Plan (SWDMPlan) has the background to the aim of these grants. Statistics on the volume and performance of visitor accommodation in Wiltshire & Swindon

Tees Valley

LEP area	Tees Valley	Call reference number	34RD19TO0005
LEP area Growth hub website	www.teesbusinesscompass.co.uk		
LEP area rural map	Tees Valley area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
- 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 ESIF Strategy
Tees Valley Strategic Economic Plan

Thames Valley Berkshire

LEP area	Thames Valley Berkshire	Call reference number	35RD19TO0005
LEP area Growth hub website	www.berkshirebusinesshub.co.uk		
LEP area rural map	Thames Valley Berkshire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

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

Priority will be given to projects that:

- create 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
    - there is clear evidence of need and demand, and
    - at least 4* accreditation rating or equivalent accreditation rating, and
    - for existing serviced accommodation it will be above the current accreditation rating
- support our rural towns to become economic drivers by developing cultural hubs that celebrate and promote the cultural aspects of Berkshire

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

Thames Valley Berkshire ESIF Strategy

The Marches

LEP area	The Marches	Call reference number	36RD19TO0008
LEP area Growth hub website	www.marchesgrowthhub.co.uk		
LEP area rural map	The Marches area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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
    - visitor attractions
    - leisure activities
    - heritage and cultural sites
    - 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

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 Other relevant documents include: Destination Shrewsbury Visitor Economy Strategy Telford & Wrekin Destination Management Plan Sustainable Tourism in the Shropshire Hills and Ludlow North Shropshire and Oswestry Visitor Economy Strategy The Herefordshire Destination Management Plan

West of England

LEP area	West of England	Call reference number	37RD19TO0006
LEP area Growth hub website	www.wearegrowth.co.uk		
LEP area rural map	West of England area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

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.

Priority will be given to projects that are able to demonstrate two or more of the following criteria:

- 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

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.

Further reading

Local Industrial strategy

The West of England LEADER Local Development Strategy (LEADER LDS) summarises the issues that affect the rural economy. This information may help when making an application.

Worcestershire

LEP area	Worcestershire	Call reference number	38RD19TO0008
LEP area Growth hub website	www.business-central.co.uk		
LEP area rural map	Worcestershire area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

Local priorities

These grants are for capital investment to develop and grow tourism in rural areas in line with the Worcestershire Destination Management plan. The aim of this call is to:

- improve the range and quality of visitor experiences
- provide visitors with more to see and do all year round
- increase the length of stay of visitors
- increase the amount of money spent by visitors

Priority will be given to business projects that:

- create new or grow existing visitor attractions
- develop infrastructure to connect rural visitor assets, including:
    - cycle way and footpaths
    - local tourism signage and interpretation
- support the use and provenance of Worcestershire food and drink

Further reading

Worcestershire ESIF Strategy

Worcestershire Destination Management Plan

York North Yorkshire East Riding

LEP area	York, North Yorkshire, East Riding	Call reference number	39RD19TO0007
LEP area Growth hub website	www.howsbusiness.org		
LEP area rural map	York, North Yorkshire, East Riding area rural map		
Minimum grant	£20,000	Maximum grant	€200,000, approx. £175,000

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:
  - visitors to stay longer
  - make return visits

New or expanded visitor accommodation is not a priority for this call.

This call will only support projects that will create quality serviced accommodation of 4* or equivalent accreditation rating and above where there is clear evidence of need and demand.

Further reading

YNYER ESIF strategy

The latest refresh of the LEP Strategic Economic Plan can be found on their website

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 Strategy

East Riding of Yorkshire Strategy

Department for Environment Food & Rural Affairs

WE CAN HELP YOUR IDEA GROW

Rural Payments Agency helpline : 03000 200 301

Email: GPEnquiries@rpa.gov.uk

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