



**Ministry of Housing,  
Communities &  
Local Government**



**European Union**  
European Regional  
Development Fund

## **2014 to 2020 European Regional Development Fund Programme £10 Million Kick-Starting Tourism Package Information**

The Kick-Starting Tourism Package is supported by the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014 to 2020.

The package provides £10 million of ERDF funding as part of the government's drive to boost the recovery of the economy and provide small and medium sized enterprises (SMEs) in tourist destinations help to adapt their businesses following the coronavirus pandemic.

The funding has been allocated to local Growth Hubs (or associated projects) who work across the country with local and national, public and private sector partners, co-ordinating local business support and connecting businesses to the right help for their needs. They are locally driven, locally owned and at the heart of the government's plan to ensure business support is simpler, more joined up and easier to access.

The funding has been notionally allocated to each LEP area based on:

- the LEP area's ERDF allocation - based specifically on the % of the Priority Axis 3 allocation
- how much of their local employment base is linked to accommodation businesses.

This ensures funding is available across all LEP areas and also provides additional funding to those places with a higher percentage of employment in the visitor economy. The funding can be used to support all SMEs that are reliant on the visitor economy for their trade, in all sectors.

Take up of allocations will be reviewed in three months' time to ensure it is meeting demand.

In places where ERDF does not currently fund a Growth Hub, we are working with the Growth Hub and an existing ERDF business support provider to make the funding available quickly.

Activities supported through the £10 million of funding must be to directly respond to the impact of COVID-19 and can include:

- one-to-many events providing guidance to respond to coronavirus
- small grants (£1,000 - £5,000) to:
  - help visitor economy businesses access specialist professional advice e.g. human resources, accountants, legal, financial, IT / digital
  - purchase minor equipment to adapt or adopt new technology in order to continue to deliver business activity or diversify

The funding is being provided to address immediate needs. Therefore, areas have until 28 February 2021 for project activity to be delivered. Following this, financial and practical completion is set for 31 March 2021.

The notional allocations of funding have been set out below.

If you have any questions regarding the information in this document please send them to [esif@communities.gov.uk](mailto:esif@communities.gov.uk).

<b>Local Enterprise Partnership</b>	<b>Category Of Region</b>	<b>Notional Allocation</b>
Black Country	More Developed	£137,218
Buckinghamshire Thames Valley	More Developed	£97,176
Cheshire and Warrington	More Developed	£223,873
Coast to Capital	More Developed	£151,273
Cornwall and Isles of Scilly	Less Developed	£1,068,902
Coventry and Warwickshire	More Developed	£203,539
Cumbria	Transition	£522,185
Derby, Derbyshire, Nottingham and Nottinghamshire	More Developed	£263,710
Dorset	More Developed	£295,384
Enterprise M3	More Developed	£150,680
Gloucestershire	More Developed	£214,655
Greater Birmingham and Solihull	More Developed & Transition	£258,896
Greater Cambridge and Greater Peterborough	More Developed	£145,146
Greater Lincolnshire	More Developed & Transition	£268,914
Greater Manchester	More Developed	£344,752
Heart of the South West	More Developed & Transition	£347,620
Hertfordshire	More Developed	£119,090
Humber	Transition	£142,542
Lancashire	Transition	£425,911
Leeds City Region	More Developed	£320,798
Leicester and Leicestershire	More Developed	£159,528
Liverpool City Region	More Developed & Transition	£309,690
London	More Developed	£419,114
New Anglia	More Developed	£259,384
North East	More Developed & Transition	£576,404

Oxfordshire	More Developed	£117,374
Sheffield City Region	More Developed & Transition	£273,356
Solent	More Developed	£157,341
South East	More Developed	£253,236
South East Midlands	More Developed	£196,528
Stoke-on-Trent and Staffordshire	Transition	£220,824
Swindon and Wiltshire	More Developed	£164,453
Tees Valley	Transition	£301,197
Thames Valley Berkshire	More Developed	£119,335
The Marches	More Developed & Transition	£229,395
West of England	More Developed	£134,275
Worcestershire	More Developed	£145,522
York and North Yorkshire	More Developed	£260,779

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