



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



Rural Development Programme for England 2014-2020- LEADER

Yorkshire Dales Local Action Group

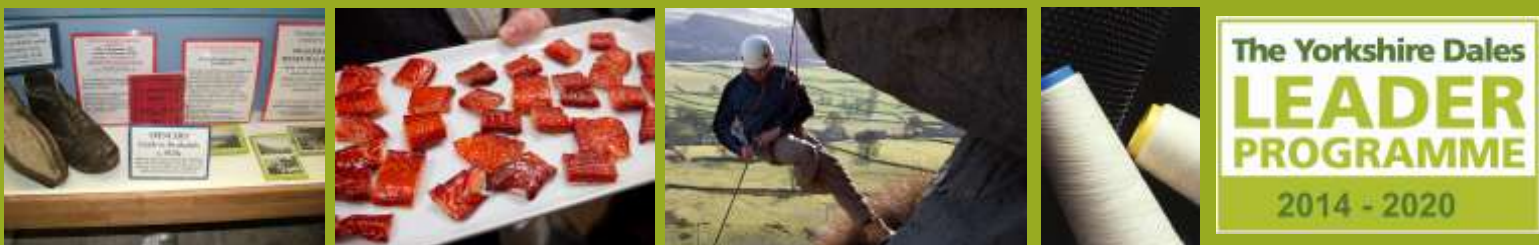
Grant Applications to support investments in the tourism sector

Yorkshire Dales Capital Tourism Grant

LEADER Area	Yorkshire Dales
Call Reference	SP1_02
Date Call Opens	Monday May 16th
First Deadline for submissions of Outline Applications	25th July at 17:00 hours
Maximum Amount LEADER will support	40% of eligible costs
	Min/Max: £2,500 to £35,000

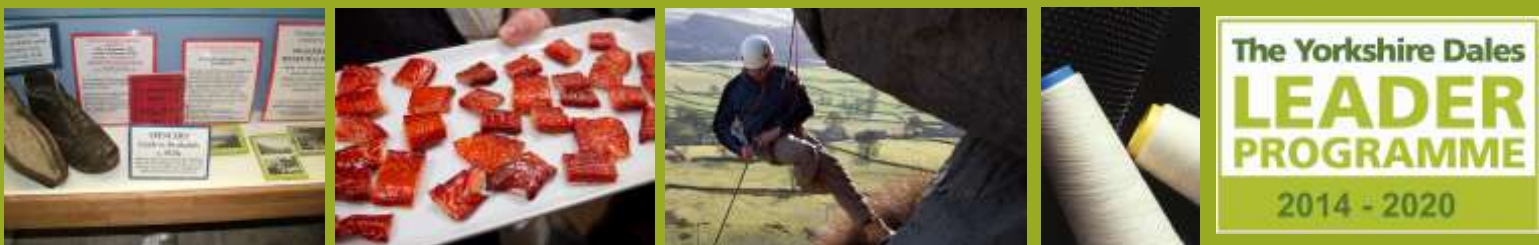
The Yorkshire Dales LEADER Outline Application Form and guidance notes are available to download from our website.

Please read [LEADER Applicant Handbook](#), available to download from our website www.yorkshiredalesleader.co.uk. This explains how to apply for a grant, how grant applications are assessed and how to meet the terms of a grant funding agreement if an application is successful.



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Background to LEADER

LEADER is part of the Rural Development Programme for England (RDPE) and is funded by the European Agricultural Fund for Rural Development (EAFRD). The Managing Authority for LEADER is the Department for Environment, Food and Rural Affairs (Defra).

LEADER is a French acronym which roughly translates as ‘Liaison among Actors in Rural Economic Development’.

The Government has allocated £138 million of rural development funding for delivery through 80 Local Action Groups (LAGs) and the LEADER Programme. A Local Action Group (LAG) is made up of people from the local community and the public and private sector. The LAG decides how the funding will be invested within the LEADER area.

Defra has awarded the Yorkshire Dales LAG £2.23 million to support local priorities within the Yorkshire Dales LEADER area, as identified in the [Local Development Strategy](#).

Yorkshire Dales Capital Tourism Grant

The vision of the Yorkshire Dales Local Development Strategy is:

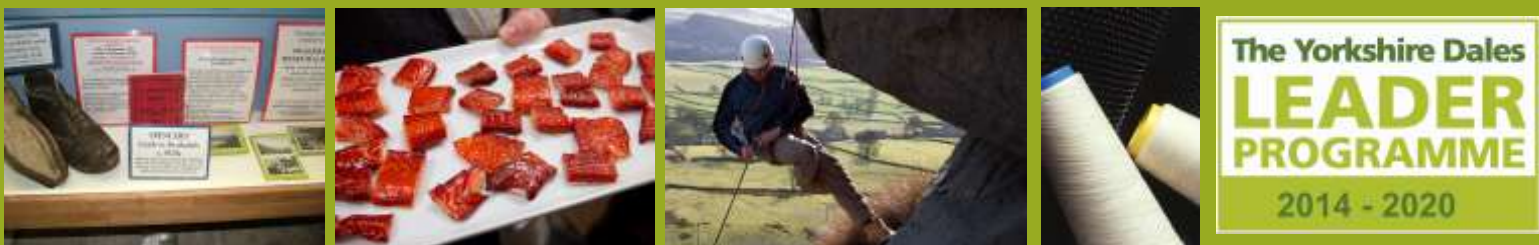
“To grow a sustainable rural economy by developing diverse economic growth and creating sustainable communities, capitalising on the areas internationally recognised distinctive environment, landscape, culture and heritage.”

The Local Action Group aims to;

- Develop high quality recreational and tourism enterprises which build on the area’s communities, culture, heritage and environmental heritage.
- Invest in projects that support sustainability of business, the environment and communities.
- Support collaboration and networking in order to improve the quality of the “offer” and profitability of the tourism sector.

The Yorkshire Dales LEADER area has a rich diversity of landscape, cultural and historic attractions which all generate a firm “sense of place”. It has much to offer the visitor in the way of distinctive local food and cultural assets.

The tourism sector includes any business that provides goods and/or services demanded by visitors, and where visitor spend represents a significant share of their trade that, in the absence of visitors, their business would cease to exist in a meaningful way. For example, organisations and businesses within the tourism sector may be speciality retail (providing an outlet for local food producers, craftspeople, etc.), tourism attractions, creative enterprises and, accommodation providers.



Scope of this Grant

The purpose of this Grant is to encourage the tourism sector to work together to develop and deliver capital projects that will:

- Improve the quality of the tourism “offer” by creating new experiences and/or enhancing existing tourism facilities;
- Combine accommodation and activity experiences which result in visitors staying longer in the area;
- Increase visitor spend; and
- Support the identity of the area covered by the Yorkshire Dales LEADER Local Development Strategy.

The Yorkshire Dales LEADER Local Action Group wishes to fund applications from projects that will:

- ✓ **Result in the creation of new jobs and employment opportunities;**
- ✓ **Improve the profitability and productivity of their business;**
- ✓ **Encourage collaboration between businesses, such as sharing experiences or joint working.**

They will prioritise projects which:

- Promote collaboration between businesses;
- Benefit a group of businesses within a settlement, and/or across a number of settlements/parishes; such as using local suppliers in a visitor attraction;
- Are sustainable beyond the funding period;
 - Are supported by a long-term marketing plan;
 - Have clear links to the heritage and culture of the Yorkshire Dales LEADER area;
 - Benefit the wider rural economy.

Who can Apply

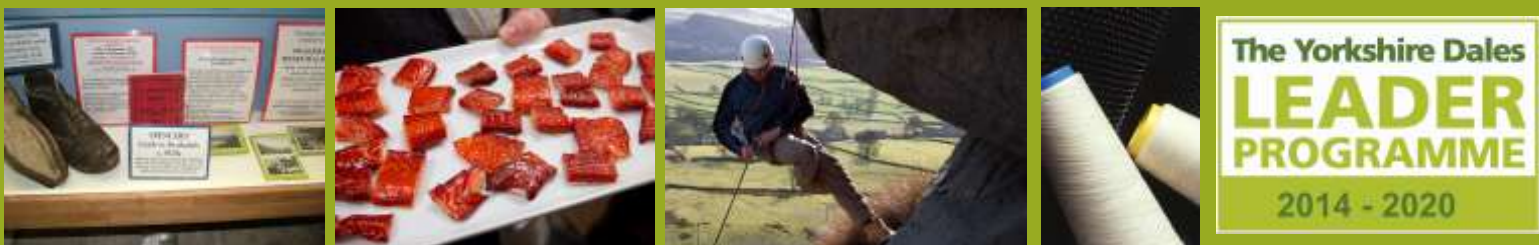
- ✓ Micro and small business from the tourism sector
- ✓ Social Enterprises
- ✓ Constituted Organisations
- ✓ Parish Councils
- ✓ New businesses

This list is not exhaustive.

What can be supported

The following are examples of the types of project that can be supported.

- ✓ Capital investment in new/existing premises, facilities;
- ✓ Projects which combine accommodation and activity experiences which result in visitors staying longer in the area;
- ✓ Development and introduction of a new product;
- ✓ Promotional material (excluding printed material) and new websites will be considered where the project clearly demonstrates that there is a clear benefit for tourism throughout the rural LEADER area.



- ✓ Support for flagship festivals and events with long term potential will be considered where the project clearly demonstrates “added value” and that there is a measurable benefit for businesses;
- ✓ Creation of new visitor experiences or additional activities such as indoor go-karting;
- ✓ A group of businesses working together to develop a new visitor trail or a new outlet for local producers;
- ✓ Support for processing and marketing of locally distinctive products;
- ✓ Use and promotion of local food and drink suppliers.

This list is not exhaustive.

What can't be supported

In addition to the generic ineligible activity detailed in the LEADER Handbook the following activity will not be supported by this grant:

- × Conversion of buildings to visitor accommodation such as B&B or holiday lets;
- × Any project linked to visitor accommodation unless it links to providing an activity
- × Capital investment outside the Yorkshire Dales LEADER area;
- × One-off festivals or events;
- × Activity that is already on-going.

The eligible Yorkshire Dales LEADER area

Grant is confined to activity within the Yorkshire Dales LEADER geographical area. The Programme Co-ordinator will advise you if your project is in the LEADER geographical area, or you can check at the following website: <http://www.magic.gov.uk/MagicMap.aspx>

Applicants whose business is located in the towns of Catterick Garrison, Ripon or Skipton are required to demonstrate significant economic impact in the wider rural LEADER area in the outline application. For example, an accommodation provider seeking to support local speciality food/culture through links with farm outlets, heritage trails into the wider LEADER area would be eligible to apply.

LEADER Funding Available

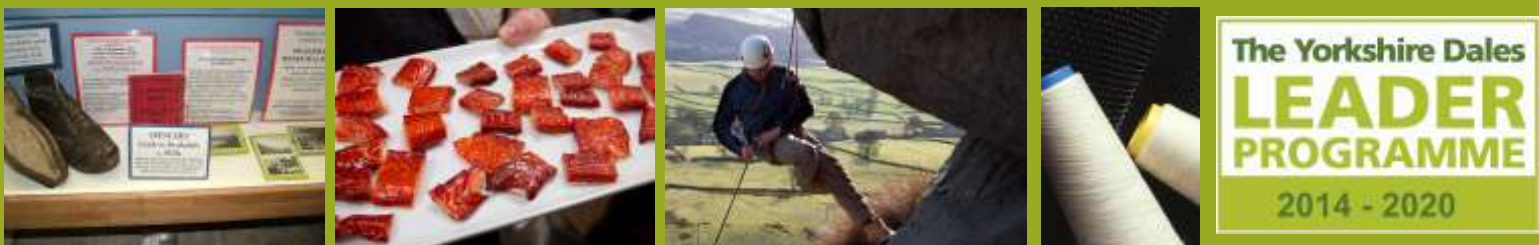
Minimum grant offered -	£2,500
Maximum grant offered -	£35,000

Maximum Intervention Rate (the maximum grant that will be offered towards eligible project costs):– **40%**

Outputs we expect to see

As a result of our grant we need to see a tangible result. ALL Applicants must show how their activity will:

- ✓ **Create new jobs and employment opportunities and/or;**
- ✓ **Improve the profitability and productivity of their businesses;**



Before making an Application

You must ensure that:

- The project can be delivered by 31st March 2018. All grant allocated to approved Full Applications must be spent and claimed no later than 31st March 2018.

How to Apply

This is a two stage application process:

Stage 1: Outline Application – **deadline 25th July at 17:00**

Stage 2: Full Application – **deadline 5th September at 17:00**

Stage 1 Outline Applications are available to download from our website. If you require assistance in completing the Outline Application Form, you should contact the Programme Co-ordinator who can give you further support.

The Outline Application must be submitted to rima.berry@ydmtd.org. You will receive email confirmation of receipt within 2 working days. Early submission is advised.

Moving to a Stage 2 Full Application

A decision on whether or not you are to be invited to submit a Stage 2 Full Application will normally be communicated to you within 10 working days by the Programme Co-ordinator. **Full Applications will be issued on a rolling basis throughout the Call time period up to July 25th deadline– the earlier a complete and eligible Outline Application is received, the sooner a Full Application can be issued.**
All Full Applications are competitive.

General Information

Please refer to the [LEADER Applicant Handbook](#) (available online at www.yorkshiredalesleader.co.uk) and [Outline Application Advice Note](#) prior to completing the Outline Application form for general information on eligibility, procurement requirements and publicity etc.

Work must not start on any part of the project before you have received and accepted an offer of grant from the Rural Payments Agency. This includes ordering or paying a deposit on materials or equipment.

Contact

Programme Co-ordinator: Rima Berry

Email: rima.berry@ydmtd.org

Tel: 015142 51002

Abseiling picture: Picture courtesy of the Yorkshire Dales National Park Authority.