



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, heritage and culture sector

Yorkshire Dales Tourism, Heritage and Culture Capital Grant

LEADER Area	Yorkshire Dales
Grant Reference	SP1_03
Date Grant Opens	8/12/16 UPDATED & REVISED 23/11/17
Date Grant Closes	Closes to EOI: 3rd September 2018* Closes to Full Application: 3rd December 2018*
Maximum Amount LEADER will support	40% to 80% of eligible costs (read criteria page 6) Min/max: £5,000 to £100,000

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, as this explains how to how grant applications are assessed and how to meet the terms of a grant funding agreement if an application is successful.

*** We reserve the right to close this Call at any stage before these dates**

Please note we rigorously check the validity of all documents and quotes submitted as part of the Full Application. Submission of fraudulent information is a criminal offence and could result in prosecution.



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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 Tourism, Heritage and Culture Capital 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 LAG 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.

Scope of this Grant

Investment in projects within the towns of Catterick Garrison, Ripon or Skipton are required to demonstrate significant impact in the wider rural LEADER population in their **Expression Of Interest (EOI)**. 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 LAG 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.
- ✓ Build on the tourism “offer” by creating opportunities for people to understand and enjoy the unique landscape, cultural and environmental heritage
- ✓ Support the promotion, enhancement and maintenance of cultural heritage assets and events where this promotes growth in the tourism economy
- ✓ Create a sense of local identity through raised awareness of cultural heritage features

The LAG 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

- ✓ New and existing Micro and small business (including Social Enterprise) from the tourism sector
- ✓ Community groups or Public-private partnerships (constituted)
- ✓ Local authorities; (in exceptional circumstances, where for example the local authority can show that the project and the funding required is in addition to their statutory requirement to provide this kind of activity and the project will be of benefit to farmers, landowners and/or rural communities)
- ✓ Charities
- ✓ Non-Governmental Organisations (NGOs)
- ✓ Organisations in charge of tourist and recreational development, for example a destination organisation (that is, an organisation whose role is to promote tourism in a particular location or area)
- ✓ Parish Councils

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.

What can be supported

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

- ✓ Capital investment in new/existing premises, facilities, signage and interpretation boards



- ✓ developing high quality visitor products and services that encourage visitors to stay longer, link tourism providers together and extend the tourism season
- ✓ 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
- ✓ A group of businesses working together to develop a new visitor trail or a new outlet for local producers
- ✓ Support for tourism activities / niche products linked to quality local food, culture, recreation, heritage and rural crafts / assets such as heritage events and festivals promoting local culture
- ✓ Use and promotion of local food and drink suppliers
- ✓ Development of access infrastructure to help people connect to the natural environment such as paths, bridleways and cycleways
- ✓ Development of innovative technology that enhances collaboration between businesses and provides information to attract visitors.

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, improvement or expansion of buildings to visitor accommodation such as B&B or holiday lets
- ✗ Capital investment outside the Yorkshire Dales LEADER area
- ✗ One-off festivals or events
- ✗ Activity that is already on-going
- ✗ Projects to solely meet statutory requirements for disabled access, fire regulations or emergency exits, unless the costs of providing access, exit and complying with regulations forms part of the normal costs for a major expansion project
- ✗ Salaries and office overheads of applicant staff employed to run events and festivals
- ✗ Landscaping - unless it is part of ‘making good’ for an application for a major attraction....which case, only the landscaping contractor’s fees would be eligible excluding the plants, seeds, turf or trees.

Grant Funding Available

Minimum grant offered - **£5,000**
 Maximum grant offered - **£100,000**

The maximum grant rate offered will depend on whether or not the project is a commercial project which aims to generate an operating surplus, regardless of the type of applicant organisation.

Grants limits are:

- up to 40% of the eligible project costs for commercial tourism projects and awarded under de-minimis state aid rules.



- up to 80% for non-profit making projects that have a benefit in terms of value added to the wider local tourist economy, (for example events and festivals) and where there is some income to offset costs.

These rates are discretionary.

Outputs we expect to see

For commercial tourism projects we need to see a tangible result and applicants must show how their activity will:

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

Non-profit making projects must demonstrate the benefit to the wider local tourist economy.

Before making an Application

Please read our [Advice Note: Am I eligible to Apply?](#)

You must ensure:

- LEADER will not pay 100% towards a single item within a larger project
- The project meets the basic eligibility criteria as outlined in the [LEADER Applicant Handbook](#), available to download from our website www.yorkshiredalesleader.co.uk.

We **strongly recommend** you read the Applicant Handbook, as non-compliance with RDPE requirements by an approved project will result in financial penalties.

How to Apply

We have a two stage grant application. Stage 1 Expression Of Interest (EOI) Form and Guidance are available to download from our website. www.yorkshiredalesleader.co.uk

Submit the EOI Application to rima.berry@ydmtd.org in the prescribed electronic format.

You will be invited to submit a Stage 2 Full Application if the EOI Application is eligible within 30 working days.

Moving to a Stage 2 Full Application

A decision on your EOI Application will sent within 30 working days. If eligible a Stage 2 Full Application will be sent to you. **Full Applications are issued on a rolling basis up to the grant deadline– the earlier an eligible EOI Application is received, the sooner a Full Application will be issued.**

A decision on the Stage 2 Full Application is normally given within 12-16 weeks. Applications will be considered on a first come first served basis.

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.

Please note we rigorously check the validity of all documents and quotes submitted as part of the Full Application. Submission of fraudulent information is a criminal offence and could result in prosecution.

For More Information Contact

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