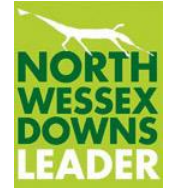




# EAFRD Workshop



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



Wiltshire Council  
Where everybody matters

# Agenda



- 9.30 Arrival
- 10.00 Introduction - Tim Smith, Chief Executive, Thames Valley Berkshire LEP
- 10.05 DEFRA - Peter Bainbridge & Helen Dallas  
Strategic Overview with national & local priorities  
Application Process
- 10.45 LEADER - Dawn Hamblin
- 11.00 Q & A
- 11.15 DEFRA facilitated workshop
- 12.15 Summary & next steps
- 12.30 Lunch & networking



# Tim Smith

## Chief Executive



Rural Payments  
Agency

# Rural Development Programme for England – January Growth Calls

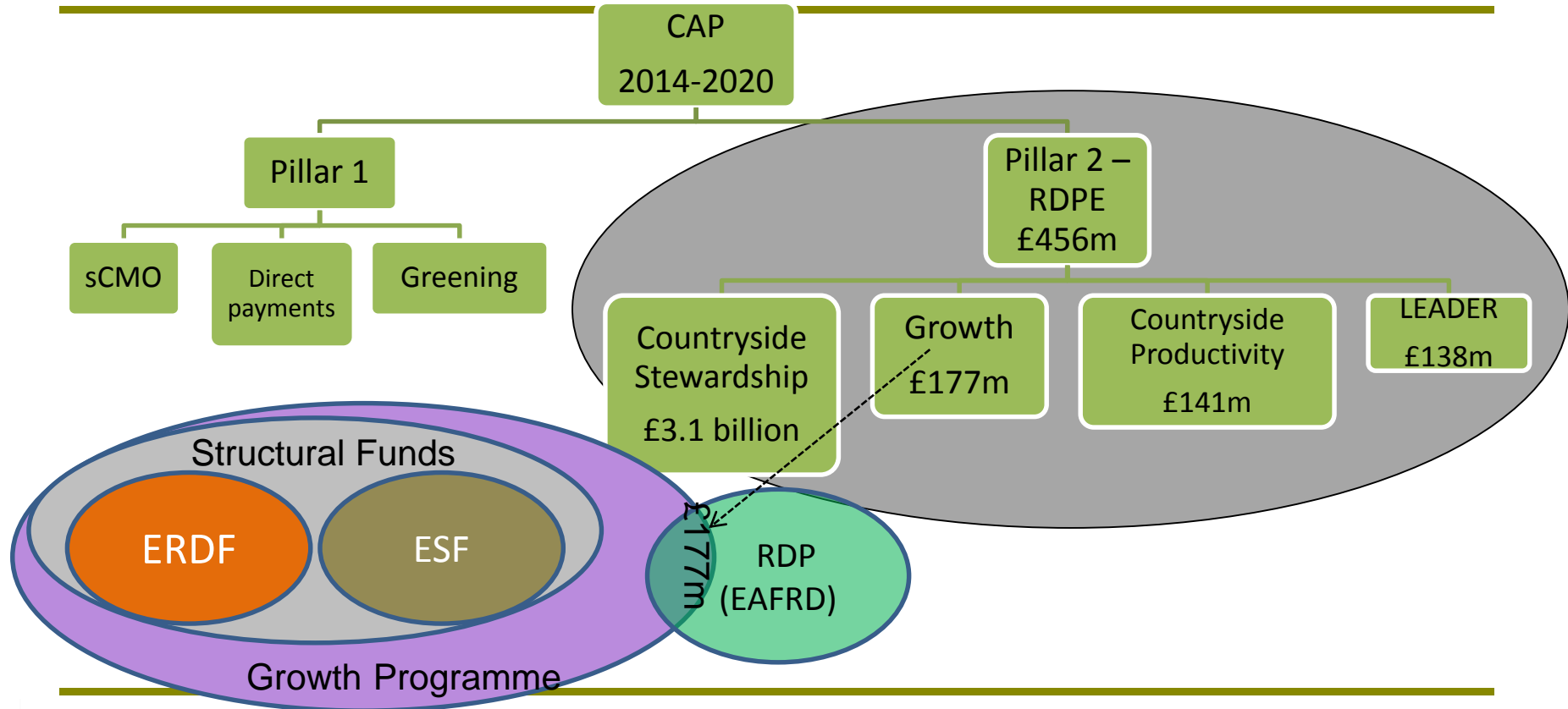
**Peter Bainbridge, Head of South Region  
Rural Payments Agency**

# Purpose

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- Brief overview of the Rural Development Programme for England
- Grant funding available from January
- Application process and timescales
- Further information and support

# The Contribution of Growth programme to Rural Development



# Background

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- The Government has confirmed that it will guarantee funding for RDPE Growth Programme grants if these are agreed and signed before the UK's departure from the EU, even if the grant agreements continue after we have left the EU, subject to projects meeting the following conditions:
  - they are good value for money
  - they are in line with domestic strategic priorities
- Following the announcement on Thursday 26 January Defra has launched RDPE calls for the following socio-economic project themes:
  - Food Processing
  - Business Development
  - Tourism Infrastructure
- Future Growth calls for Tourism Co-operation and Broadband are currently under consideration.
- Countryside Productivity grants are likely to follow later in 2017.

# How are the funds managed?

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- The Rural Payments Agency (RPA) delivers the grants, working with European Structural and Investment Fund (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.
- Local Enterprise Partnerships (LEPs) are partnerships between public bodies and businesses. Their role is to decide local priorities for the grants – where money should be directed to give the most benefit locally.
- **The grant process is competitive.** When you apply for a grant, you're competing with other applicants in your LEP area. RPA assesses all applications to see how well they fit the priorities for funding and which projects provide best value for taxpayers' money.





# Lessons Learnt From Previous Calls

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- Previous calls for projects applications were launched in the summer 2015.
- The numbers of applications received was lower than we would have liked.
- Wide ranging review has resulted in a number changes to deliver better quality applications (further details in remainder of the presentation);
  - Simplified applicant information – one handbook per subject area (rather than separate info for every LEP area)
  - Moved to longer application windows (12 months rather than 3 months), with larger associated budgets available.
  - Introduced a shorter (4 page) Expression of Interest (Eoi) form rather than an outline application.
  - We will aim to provide a response to your Eoi within 30 working days (6 weeks) from point of submission, including input from your local European Structural and Investment Fund (ESIF) Sub-Committee.



# Overlapping LEP Areas

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- Some areas of the country are part of two LEPs, and may have two grant application calls available at the same time but with differing priorities/support available
- You can only apply for **one source** of Rural Development Programme for England funding per project
- Therefore, you should apply to the LEP or LEADER (more later) call which has the 'best fit' between your project objectives and their identified local and national priorities
- If we find that you have applied to the wrong LEP call at EoI stage, we can address this with you through the appraisal process.



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# Business Development and Tourism Infrastructure Calls

# Business Development

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## Who can apply?

- Small rural businesses – new or existing. That includes farmers who want to diversify into non-agricultural activity.

## Who can't apply?

- non-departmental public bodies or Crown bodies
- members of Producer Organisations under the Fresh Fruit and Vegetables Aid Scheme who have (or can apply) a grant for the same project through their operational programme document
- projects that are carried out only to meet a legal requirement

## What are the grants for?

- To help rural businesses grow and create more jobs.
- Grant funding can help pay for (list of ineligible costs will be available in the handbook):
  - constructing or improving buildings
  - buying new equipment and machinery

## How much money can you apply for?

- Grants can cover up to 40% of eligible costs of a project. Typically, the minimum grant is £35,000 (minimum project size of £87,500) though this will vary in some LEP areas. State aid rules limit funding to €200,000, around £170,000



# Business Development

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- **Example 1 - Investing in equipment.** A small rural business that makes furniture will invest in 2 new machines. This will create 2 new full-time jobs. It also means the business can use new, high-precision techniques, and so will create higher quality products. This investment will open up new markets locally, nationally and overseas.
- **Example 2 - Farm diversification.** A farm business plans to diversify by setting up a metal fabrication business. The business has made some gates and railings in the farm workshop, and has an agreement from a local building contractor to supply gates and railings for building developments. This will build on the skills already in the farm business, and the business will employ one new skilled person on a full-time basis.



# Business Development

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**National priorities for funding** - Your project is more likely to get a grant if it achieves at least 2 of the following:

- **Create jobs** - Creates new, higher-skilled or higher-paid jobs. Creates at least 1 FTE job for every £30,000 of grant funding
- **Grow your business** - Demonstrates a clear future plan to grow your business
- **Improve productivity through innovation** - Introduces new techniques, equipment or processes to a business to make it more productive
- **Open new product markets** - Helps your business sell goods or services to new customers or markets
- **Export** - Helps your business access export markets

# Business Development

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## Local Priorities for Funding:

- implement new technologies, processes or equipment to improve productivity
- allow farm businesses to diversify into non-agricultural activities
- construct and develop workshops, factories and other premises and facilities where there is clear evidence of need and demand

Minimum grant: £35,000

Maximum grant: €200,000, approximately £170,000

Total call value: £400,000

# Tourism Infrastructure

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## Who can apply?

- If the project is commercial and will make a profit, only small businesses and farmers who want to diversify can apply.
- If the project won't make a profit, a wide range of organisations can apply (including public bodies and charities).

## Who can't apply

- Crown bodies
- Projects that are carried out only to meet a legal requirement

## What are the grants 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 can you apply for?

- Normally, a minimum of £35,000 – though this will vary by LEP.
- Maximum grant rate for commercial projects will be 40%. Higher levels of support available for semi-commercial (80%) and not-for-profit (100%) activity.





# Tourism Infrastructure

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- **Example 1 - 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 – which means other tourism businesses, like restaurants and accommodation providers, will also benefit.
- **Example 2 - Building 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.
- **Example 3 - 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 cafe. The new gallery and cafe mean that visitors will stay longer 15 at the museum.



# Tourism Infrastructure - National priorities for funding

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Your project is more likely to get a grant if it achieves at least 2 of these;

- **Create jobs** - Creates 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
- **Collaborate** - Encourages collaboration and links between local tourism businesses



# Tourism Infrastructure – Local priorities for funding

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## 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

## 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

Minimum grant: £35,000

Maximum grant: Commercial projects - €200,000, approximately £170,000  
Other projects – no maximum subject to state aid rules

Total call value: £320,000

# LEADER Funding

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Another avenue for securing RDPE funding support is through LEADER

- LEADER funding is delivered through 80 Local Action Groups (LAG) across England, supported by an accountable body, providing grants to enable jobs and Growth
- LEADER funding is available for similar types of activity, but often offer support at a lower threshold – grants can be available from £2,500 upwards
- You can **not** apply to LEADER and Growth funding for the same project
- In developing your project, it may be worth considering which fund is more appropriate for you (depending on the scale and type of activity) and the LEP minimum grant thresholds in your area

<https://www.gov.uk/guidance/rural-development-programme-for-england-leader-funding>

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Rural Payments  
Agency

# Application Process

**Helen Dallas, Area Manager**  
**Rural Payments Agency**

## Growth programme: Supporting a thriving rural economy

**1**

### Got an idea? Make a plan

Every successful application starts with a good idea and a clear plan for how to make that idea a reality.



**3**

### Express an interest

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.



**5**

### Get to work

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



**2**

### Read the handbook

Read the grant handbook to make sure you're definitely eligible and that there is funding available in your local area.

**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.

**6**

### Claim your money

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



# What we look for at Expression of Interest stage?

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- Eol stage intended to give you a relatively quick view on whether your proposed project:
  - is eligible for RDPE funding
  - if it 'fits' with local priorities for grant support
- Circa 4 page form seeking key information
- RPA will aim to provide an outcome 30 working days (circa 6 weeks) after submission, including seeking a view on 'strategic fit' from your local European Structural and Investment Fund (ESIF) Sub-Committee
- Eol application forms and handbook guidance will be available from the following website: <https://www.gov.uk/topic/farming-food-grants-payments/rural-grants-payments>
- Completed Eols should be e-mailed to: [growthapps@rpa.gsi.gov.uk](mailto:growthapps@rpa.gsi.gov.uk)

# What we look for at Full application stage?

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- If invited to the next stage, a full business case is required for the RPA to make a funding decision on your project.
- Full application stage remains competitive – although your EoI was successful it is no guarantee your full application will be funded.
- We will agree a submission date with you, but given the limited time available to commit the funds, you should aim to submit your application as soon as possible.
- It can take a number of months (average of 3 months) to pull together your application. You will be given a specific RPA point of contact to support you.
- At this point, it is expected that a project would have received;
  - All required approvals (such as planning permission),
  - Secured match funding,
  - Can evidence the case for need/ demand, and
  - Demonstrate value for money against costs (such as providing three like for like quotes for each area of expenditure).



# What we look for at Full application stage?

<b>Strategic Fit</b>	How well the project meets the <u>national</u> as well as the local priorities for funding. How the project will impact on the environment. That the project does not disadvantage anybody in terms of ethnicity, disability, age or gender.
Value for Money	How the project costs represent value for money i.e.in terms of outputs/outcomes The amount of grant required to deliver the outcomes and outputs (E.g. Cost per Job). 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. A clearly identified market need for the project. The impact the project has on other businesses.
Financial Viability	How the project impacts on your existing business operations How you will fund the project until the grant can be claimed. How the business will benefit from the project financially.
Deliverability and sustainability	Whether the project will be delivered within budget and on time. That the right skills and resources are in place to deliver the project successfully. How the project outputs and other benefits will be monitored and recorded. That risks to project delivery have been identified and how they will be mitigated.

# Ineligible costs (see also list in handbook)

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## Some examples:

- Costs of refurbishment and simple like-for-like replacement of buildings, machinery or equipment
- Leasing contract costs – like lessor's margin, interest refinancing costs, overheads and insurance charges
- Costs of computers, software or printers used in general running the business (e.g. accounts or processing orders)
- Salaries or running costs
- Developing or setting up agricultural businesses
- Costs of marketing and promotion
- Contributions in kind

# Projects that will not be supported

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- Projects which displace existing activity in the rural area
- Where the project is to relocate a business with no net increase in economic activity or jobs;
- Where there is no demonstrable plan to increase productivity as a result of the investment
- Where the project only creates a small number of low productivity jobs and such jobs are not needed in the area
- Projects that have incurred costs before they have received a decision and grant funding agreement

# Top Tips

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- **Jobs & Growth** – whole purpose of the Growth programme is to create jobs and economic growth across rural areas, so tell us how your project will do this
- **Sell us your idea** – explain clearly what your project does and how it will benefit the economy. It is a competitive process
- **Don't ask for full amount if you don't need it** – we will assess your application on a competitive basis ensuring it represents value for money for the public purse. You should only apply for the amount you need to for the project to proceed
- **Show us what the grant funding means to your project** – why is it critical you receive public money to enable it to happen
- **Do the market research** – you have to be able to evidence that there is a real need/demand for what you want to do

# Further info

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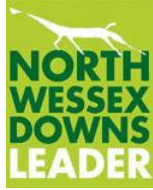
All information (including the handbook for each call and EoI application form) will be available on the .gov.uk website <https://www.gov.uk/topic/farming-food-grants-payments/rural-grants-payments>

Please also contact the RPA if you would like to discuss your project/ would like any further advice

Rural Payments helpline : 03000 200 301

Email: [GPEnquiries@rpa.gsi.gov.uk](mailto:GPEnquiries@rpa.gsi.gov.uk)

Completed EoIs should be e-mailed to: [growthapps@rpa.gsi.gov.uk](mailto:growthapps@rpa.gsi.gov.uk)



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**Rural Development Programme for England**

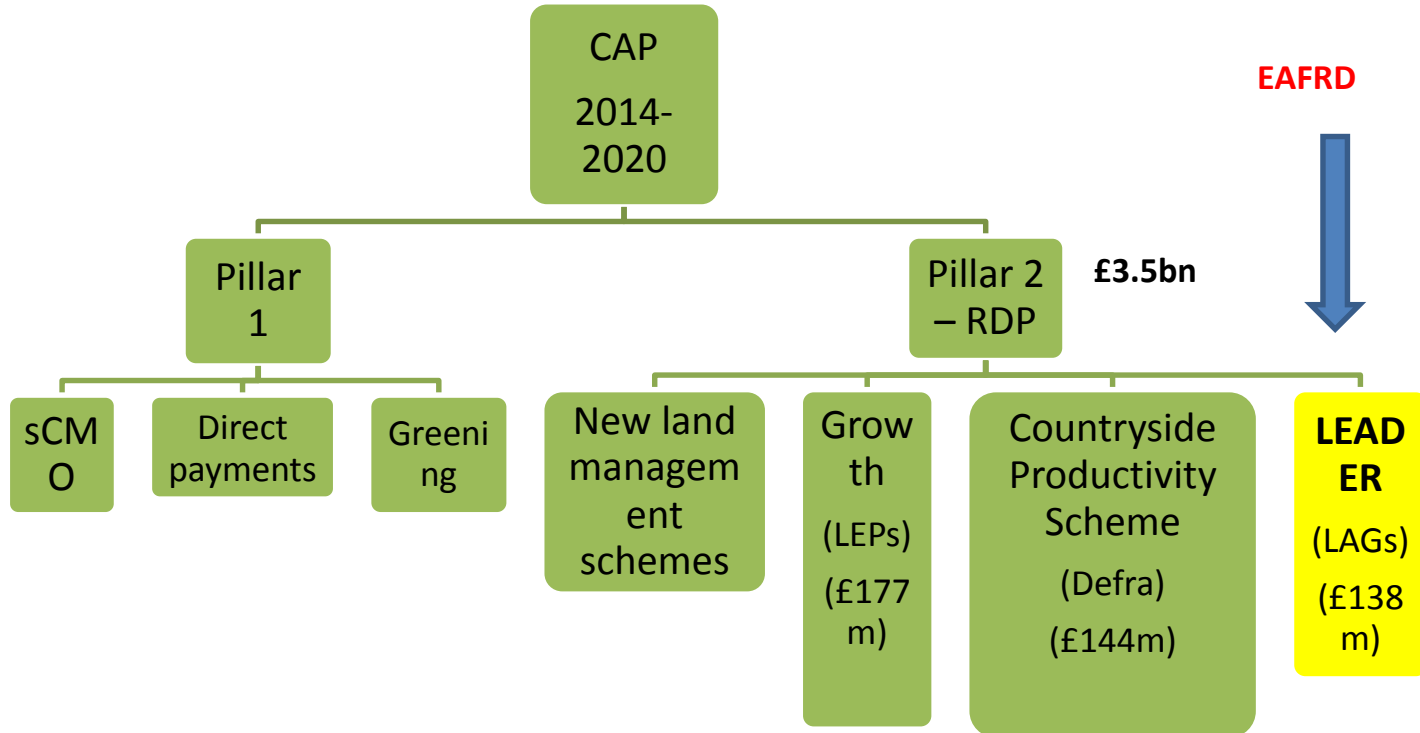
**LEADER**  
**in Thames Valley Berkshire**

**Dawn Hamblin**



- 
- About LEADER
  - Where in Berkshire
  - Timescales
  - Application process
  - Example projects
  - Which funding route to take
  - Q & A

# About LEADER







# About LEADER

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## **LEADER is about:**

- Creating jobs;
- Developing and growing local rurally based businesses;
- Supporting the rural economy.

## **We do this by:**

- Awarding grants locally (via Local Action Groups) to help meet national and local priorities.



# About LEADER

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## Support for 6 national priorities:

- Increasing farm productivity
- Micro and small enterprises and farm diversification
- Rural tourism
- Provision of rural services
- Cultural and heritage activity
- Increasing forestry productivity



# About LEADER

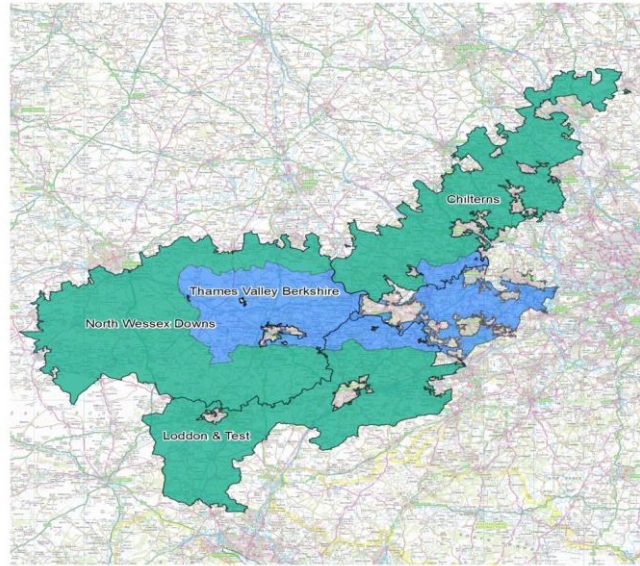
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## Looking for projects to:

- Create jobs
- Create new products
- Use new techniques
- Bring in additional visitors to the area
- Increase business turnover
- Support / develop supply chains
- Benefit the rural population

# Where in Berkshire?

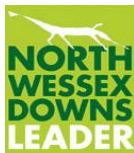
Areas potentially eligible for rural development funding in  
Thames Valley Berkshire LEP or North Wessex Downs,  
Chilterns, or Loddon & Test LEADER



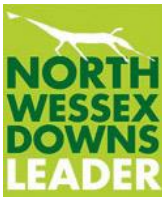
(c) Crown Copyright and database  
reserved 2016  
Ordnance Survey Licence  
No. 100022861  
Rural Statistics Unit, Defra  
rural.statistics@defra.gsi.gov.uk

0 5 10 20 Miles

Source: Defra



# Contact details



**Dawn Hamblin**

01488 680458

[Dawn.Hamblin@wiltshire.gov.uk](mailto:Dawn.Hamblin@wiltshire.gov.uk)

[www.northwessexleader.org.uk](http://www.northwessexleader.org.uk)

## THE CHILTERNNS



**Emma Waters**

01494 568968

[emma.waters@ngagesolutions.co.uk](mailto:emma.waters@ngagesolutions.co.uk)

<http://www.leader-programme.org.uk/>



**Emily Preston**

01962 845560

[emily.preston@hants.gov.uk](mailto:emily.preston@hants.gov.uk)

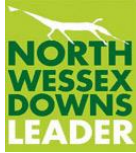
[www.ruralfunding.co.uk](http://www.ruralfunding.co.uk)



## North Wessex Downs – key criteria

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- **Grants of between £5k and £100k**
- **Commercial projects – up to 40% max**
- **Not for profit projects – 80-85%**
- **Mainly Capital costs**
- **Match funding required**
- **Project activity must be in the LAG area**
- **Projects cannot already be started**
- **Applicant / activity / items must be eligible**

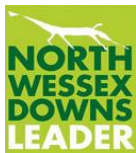


# LEADER timescales

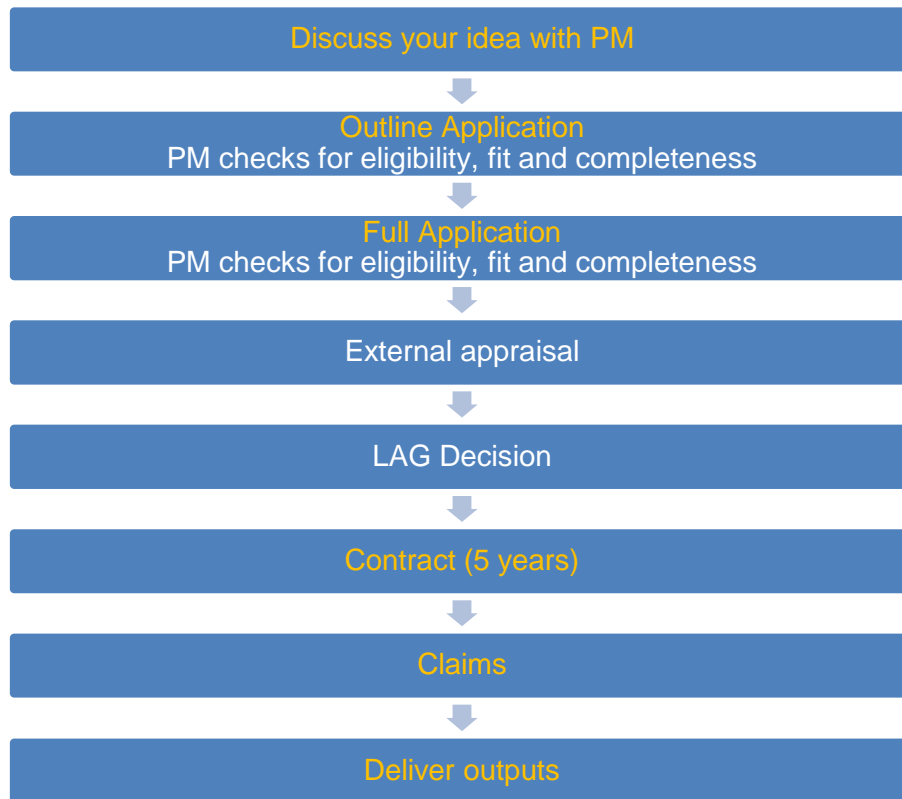
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## When can you apply?

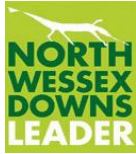
- Open for applications **NOW**
- We need to contract with projects before the date we leave the EU – working assumption is **March 2019**.



# NWD Application Process





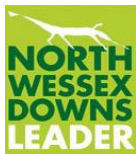


# Project examples

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## Projects approved so far:

- **Bakery Expansion** – new equipment
- **Barn conversion to holiday let** – conversion costs
- **Heritage centre building** – materials for external refurbishment
- **Dairy and arable equipment** – new technology / machinery to improve productivity and animal welfare
- **Tourist attraction / education centre** – design and creation of new exhibition



# Project examples

**Trust for Sustainable Living** – Design and installation of a new Sustainable Futures Exhibition at the Living Rainforest

Grant - £58,908

Eligible costs - £73,635

80% grant rate

1 FTE to be created

Additional day visitors estimated at >3300





# Which Funding Route?

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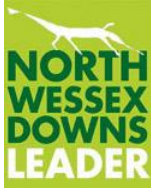
## LEADER or LEP GROWTH FUNDING?

Depends on:

- Type of project
- Funding amount needed
- Project timescales
- Where you are
- Application support required

**SEE THE HANDOUT IN YOUR PACK**

**TALK TO US FOR GUIDANCE**



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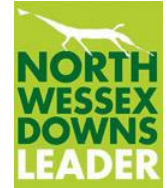
Thank you  
**Any questions?**



# Q & A



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

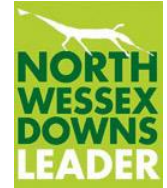
# Facilitated workshop



# Summary & next steps



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