



Rural Tourism Call for Projects – November 2016 onwards

Call Open From: 24 November 2016

Contact Details:

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Rural Tourism	
Call Context	<p>The North York Moors, Coast and Hills Local Development Strategy (LDS) sees a clear need to support the wider visitor economy including direct tourism businesses and those related businesses who wish to capitalise further on their location and develop services and products based on the distinctive landscape and special features of the area.</p> <p>Linkages into local tourism networks and the actions will be important in co-ordinating activity and developing a strong coherent offer of benefit to the wider area.</p>
Call Overview	<p>The initial call for projects under the Rural Tourism priority will be an open call which looks for applications which will support a business or businesses related to the visitor economy to capitalise upon this and expand their offer.</p> <p>The Programme is looking to support applications for capital projects which will achieve one or more of the following:</p> <ul style="list-style-type: none"> • New or growing businesses offering tourism activities or services; • Small scale infrastructure to support and develop the tourist offer and enhance the visitor experience; • Clusters of businesses working together to sell new services, products and packages; or • Larger scale actions which initiate a project or action across a wider area. <p>Applicants must ensure that:</p> <ul style="list-style-type: none"> • They meet the basic eligibility criteria as outlined in the Applicants Handbook; • They have read and understood the eligible areas of expenditure within the Programme; • They have considered all other RDPE grant schemes, in particular the Countryside Productivity Scheme and any call made through or linked to the Local Enterprise Partnerships (LEPs); • They can provide match funding the eligible project costs from a private source of funding (eg: own funds). <p>The North York Moors, Coast and Hills LEADER Programme Executive Group are also particularly interested in applications which:</p> <ul style="list-style-type: none"> • Create new or extend existing employment opportunities; • See two or more businesses working in partnership or in a mutually beneficial way; • Are innovative either in terms of the geographical location of the project or in terms of what they are proposing to develop; • Are linked to improving the visitor offer / experience in terms of outdoor activities, heritage or local food; and • Are linked to, or are participative members of, a local tourism network. <p>Potential activity looking for support from the LEADER Programme could include:</p> <ul style="list-style-type: none"> • Supporting projects which are linked to the local distinctive qualities and features of the area such as local food, the landscape, special qualities, heritage etc; • Access infrastructure where it compliments existing provision; • Local events or festivals; • New and innovative forms of delivery which utilise new forms of technology; • The branding, marketing & promotion of local products and producers; or • Improvements to immovable property associated with the tourism industry. <p>An application wishing to deliver a new service, facility, product, amenity or experience for visitors would be well received and the inclusion of accommodation within this</p>

	<p>would be acceptable if it is necessary, however applications solely for the creation of new accommodation or the upgrading of accommodation will be ineligible.</p> <p>This list is not exhaustive and all ideas which contribute to the aim of the call will be considered; however please note the basic eligibility criteria in the Applicant Handbook which includes the types of expenditure which are ineligible for LEADER funding.</p>
Outputs	<p>The strongest applications will create additional employment opportunities as a result of the funded activity, however applications which meet other criteria listed above will also be considered.</p> <p>We expect that all the projects supported by the Programme under the Rural Tourism priority will together result in new or extended employment opportunities.</p>
How to Apply	<p>The LEADER Programme operates a two stage application process – an initial Outline Application which will be assessed for its eligibility and completeness, followed by a Full Application.</p> <p>Support in making Outline and Full Applications can be provided by the Programme.</p> <p>It is strongly advisable to contact the Programme directly in advance of making your application to discuss the project and its eligibility.</p> <p>Contact: Amy Thomas Tel: 01439 772700 Email: a.thomas@northyorkmoors.org.uk</p> <p>Outline Applications can be downloaded from www.moorscoastandhills.org.uk and all applicants must ensure they have read the North York Moors, Coast and Hills Applicant Handbook and Guidance Notes prior to completing the form.</p>
Information to Consider Prior To Making An Application	<p>Applications must ensure that all project spend is completed by March 2019. Additional time may be permitted in exceptional circumstances; please discuss any potential requirements with Programme staff.</p> <p>Full Applications are competitive and all decisions on these will be made by the North York Moors, Coast and Hills LEADER Programme Executive Group.</p> <p>Applicants must consider how they will cash flow the project as funding can only be provided on a defrayed expenditure basis. This means that applicants must make the initial expenditure before they can reclaim the funding from the Programme.</p> <p>LEADER will pay the agreed % of all eligible costs within a project, and cannot pay 100% towards a single item within a larger project.</p> <p>Activity and spend related to the project can only occur following confirmation of the Executive Groups decision. This includes ordering or paying a deposit on materials or equipment. The funding of any part of an application retrospectively will not be eligible.</p> <p>The North York Moors, Coast and Hills LDS provides lots of useful information about the priorities of the Programme and the identified needs and opportunities of the area. Pages 10-20 of the LDS may be particularly helpful.</p>
Support	<p>Grant funding is available primarily for capital activity. Applications for revenue funding will be considered on a case by case basis and must offer significant longer term value to</p>

	<p>the Programme.</p> <p>Minimum grant - £5,000 Maximum grant – None set by Executive Group Maximum Intervention Rate – up to 40% for commercial enterprises, up to 80% for non-profit making applicants but where some income is generated, and up to 95% where no income is generated and there are exceptional circumstances</p>
<p>Submission Details</p>	<p>Outline Applications (and any supporting documentation that is required) will be accepted on a rolling basis and must be submitted in the proscribed electronic format to Amy Thomas at the above email address otherwise they cannot be accepted. These will be checked to ensure that they are eligible and complete.</p> <p>The outcome of the Outline Application will be communicated within approx. 2 weeks.</p> <p>If the Outline Application is eligible to proceed the applicant will then be invited to complete and submit a Full Application Form. Further guidance on completing a Full Application will be made available at this point.</p> <p>Completed Full Applications will undergo an appraisal process by the LEADER team before being considered by the Executive Group at the next available meeting.</p>