



Department
for Environment
Food & Rural Affairs



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

2014 to 2020 European Structural and Investment Funds Growth Programme

**Call for applications to support investments in
visitor attractions, tourist information and small
tourism scale infrastructure in rural areas**

European Agricultural Fund for Rural Development

Managing Authority	Department for Environment, Food and Rural Affairs
Local Enterprise Partnership Area	York, North Yorkshire and East Riding (YNYER)
Call Reference	39RD15TO0001
Deadline for the submission of applications	Friday 8 January 2016 at 1700 hours

Read the [Growth Programme](#) guidance. This explains what applicants must do 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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1. Call Context

1.1. Background

A single European Structural and Investment Funds (ESIF) Growth Programme has been set up to combine three separate European Funds. These are:

- European Regional Development Fund (ERDF)
- European Social Fund (ESF)
- part of the European Agricultural Fund for Rural Development (EAFRD)

The Growth Programme provides funding to help projects in England that create jobs and economic growth. Department for Environment, Food and Rural Affairs (Defra) has responsibility for managing EAFRD. Rural Payments Agency (RPA) manages these grants on behalf of Defra.

Government has allocated £177 million of rural development funding from EAFRD for grants in the Growth Programme. These grants are available for:

- funding and developing micro, small and medium-sized rural businesses including food processing
- funding for small scale tourism infrastructure and tourism co-operation

1.2 Local Enterprise Partnerships

Local Enterprise Partnerships (LEPs) are private sector-led partnerships between local authorities and businesses. Each LEP has set out in its ESIF strategy the local priorities for this funding the aim of which is to achieve economic growth in its area. There are 39 LEPs covering England, 37 have an allocation of rural development funding. To apply for this funding the project must be located in a rural area in England.

1.3 Other Rural Development Funding

Other rural development support for agricultural and forestry businesses will be available through LEADER Local Action Groups (LAGs), the Countryside Productivity Scheme and Countryside Stewardship.

1.4 Local Context

This call invites applications for investments that improve and expand the tourism offer in rural areas of North Yorkshire and East Riding.

[YNYERs ESIF Strategy](#) identifies tourism as an important sector for rural growth. It highlights the need to improve the quality and range of visitor attractions,

events and small scale infrastructure. The aim is to grow the sector by 5% each year to 2020. YNYER LEP seeks to achieve this growth by attracting more visitors to stay for longer and spend more.

There is a range of tourism assets in the area including:

- 2 National Parks
- 2 Areas of Outstanding Natural Beauty
- the Heritage Coastline
- numerous National Trust and English Heritage sites
- historic country towns

The area also hosted the Tour de France Grand Depart in 2014 – the start of the well-known cycle race. The event attracted a large number of domestic and overseas visitors.

This call encourages applications that:

- promote the rural assets of the area
- improve and expand the visitor offer in rural YNYER

Potential applicants may find attending the [Destination Innovation Workshops](#) of benefit to their business should they decide to apply for this call. They will provide practical support to help businesses turn information on visitor trends into good business ideas. These workshops are organised by the LEP.

2. Call Overview

2.1 Purpose of the Call

Theme – Supporting tourism in rural areas

This call seeks applications that support investments in the tourism sector in rural areas.

The rural tourism sector offers a significant opportunity for growth in developing the all year round destination offer and improving the quality of tourism products. This can benefit the wider economy of rural areas through high spend on rural attractions and accommodation as well as an increase in tourism based enterprises and job opportunities.

By providing EAFRD investment, YNYER LEP aims to support the creation of distinctive and high quality destinations based on what each individual destination can offer. This call provides support for:

- rural businesses and communities seeking to invest in recreational and small scale rural tourism infrastructure

2.2 Support Available

This call seeks applications from:

- new and existing tourism businesses in rural areas
- farmers seeking to diversify into tourism
- rural landowners
- communities in rural areas

The aim of this call is to increase visitor spending by:

- bringing more visitors to the area
- extending the time visitors stay
- providing visitors with more to do

Grants are available to develop new and existing visitor attractions, events and small scale infrastructure.

Examples of support include:

- developing innovative activities at new and existing visitor attractions
- creation of joined up access infrastructure, such as paths and cycle ways where this will attract more new visitors
- develop new or expand existing events and festivals that attract overnight or repeat visitors

Applications that develop new and existing visitor attractions must show how they will:

- attract visitors outside the usual tourism periods such as extending the visit either side of a Bank Holiday
- encourage visitors to explore new attractions in less well known locations, staying overnight to combine with a visit to an established attraction
- attract visitors to use innovative tourism products or take part in innovative activities

Applications that can demonstrate the following will be a priority for support:

- encourage visitors to spend more during their stay
- provide more for visitors to do which will attract more visitors to stay for longer
- create new jobs
- bring more visitors to the area by supporting new and the expansion of existing attractions or events

Applicants must demonstrate that there is a demand for the project or have a plan to create that demand in a well-evidenced business plan. This call encourages applications that create wider benefits for the local economy and don't displace existing attractions, events and activities.

Grants are not available to develop:

- accommodation
- food and drink or
- retail facilities

2.3 Size of grants available

Grants will be available for this call from £35,000 up to €200,000 (approximately £140,000). State Aid rules will apply which may affect the amount of grant offered. Further details on state aid rules are available from gov.uk.

Applicants for commercial projects can apply for a grant to cover up to 40% of the project's total eligible costs. The minimum total eligible cost of these projects would therefore be £87,500.

Projects that have some income but are not expected to make a profit (semi-commercial projects) can apply for a grant to cover up to 80% of the project's total eligible costs. The minimum total eligible cost of these projects would therefore be £43,750.

Projects that have no income (tourism enhancing projects) can apply for a grant to cover up to 100% of the project's total eligible costs. The minimum total eligible cost of these projects would therefore be £35,000.

Applicants must pay for any costs not covered by the grant with private funding, such as savings or a bank loan, not other public funds. If private funding isn't used, Rural Payments Agency (RPA) may ask the applicant to repay any grant money already paid and may cancel any future payments.

2.4 Total Funding Available

The total grant funding available for this call is **£362,000**. Funding will be offered to a maximum of 10 projects, but the actual number of projects supported may be lower, dependent upon the scale and range of the projects coming forward. All applications are competitive and for this call, RPA will assess applications after the close of the deadline.

3. Outputs to be delivered

Applicants need to show how their project will contribute to the achievement of the following total outputs for the call:

- increase the number of day visitors to 700,000 by 2020
- increase the number of overnight visitors by 15% by 2020
- increase the value of the visitor economy, its Gross Value Added (GVA) by 5%

Applicants will need to be able to demonstrate how they will deliver the outputs, committed to within the proposal along with any methodology used. Further details on the evidence requirements for each output will be available at full application stage.

Applicants will also need to ensure robust project management systems are in place that will capture and record the outputs. A detailed description of the systems will need to be provided at full application stage. All projects will be required to collect evidence to show that outputs have been achieved and report progress with each claim.

4. How to apply

There are two stages to the application process. Applications will be assessed at both stages and only the strongest will be successful. The 2 stages are:

- Stage 1: an outline application
- Stage 2: a full application

Further details on how to apply for a grant and an outline application form are available from gov.uk. The applicant will only be invited to submit a full application if their outline application is successful.

Work must not start on any part of a proposed project before the applicant has received and signed a grant funding agreement from the RPA. This includes ordering or paying a deposit on materials or equipment.

5. Information to consider before making an application

5.1 Eligibility

There will be standard eligibility requirements for each type of grant offered. Applicants will need to refer to gov.uk for further information on each of the types of grants available.

5.2 Register with Rural Payments

Before applicants can submit an application for a grant from the Growth Programme, they will need to register on [Rural Payments](#). If the applicant is already registered on Rural Payments, they will not need to do this again.

5.3 Cross Cutting Themes

All applications received under this call must demonstrate how the Cross Cutting Themes have been addressed in the project design and development. The cross cutting themes for all projects are sustainable development and equality and diversity. Further details on these can be found in the Outline Application form.

5.4 Quotes

Applicants must ensure that they obtain best value for money when buying goods or services. Important information on the number and format of the quotes required to demonstrate best value are available from gov.uk. Applicants will be required to submit these if invited to develop a full application.

5.5 Publicising the Grant

When a project is successful in obtaining rural development funding through Growth Programme, the grant beneficiary will be required to publicise the grant. The RPA will provide beneficiaries with further information with the grant funding agreement but they may expect beneficiaries to:

- mention it in any press releases or when communicating with customers, for example in newsletters and on their website (if applicable); and
- display a poster, plaque, or billboard, including EU logos, depending on the amount of funding received and the type of investment.

If the applicant does not do this, the RPA may apply a penalty by deducting payment from the grant.

6. Support

Guidance on how to apply for a Growth Programme grant is available at www.gov.uk/government/collections/growth-programme-grants-for-the-rural-economy. Applicants can call the Rural Payments helpline on 0300 0200 301 or Email GPEnquiries@rpa.gsi.gov.uk for further support if required.

7. Submitting applications

Send the completed outline application form to growthapps@rpa.gsi.gov.uk. The RPA will email to confirm that they've received it.