



TORRIDGE AND
NORTH DEVON

Project development and funding opportunities to improve the economy, environment and quality of life in rural areas

Priority Guidance 2010

Leader 4 Torridge and North Devon

"An enlivened and enriched rural environment in transition to a low carbon economy, driven by entrepreneurial growth and a 'can-do' culture"

The Leader 4 Torridge and North Devon Programme will run from 2008-2013 and can fund new and innovative projects which contribute to the programme objectives and meet the needs of the area.

Who we are: The programme is community led. This means it is led by a partnership of local people from the business, community, voluntary and public sectors in the Torridge and North Devon area, known as the Local Action Group. They are the decision making group.

The programme area includes all of rural Torridge and North Devon districts except for the six central wards that make up Barnstaple Town (Pilton, Yeo Valley, Forches & Whiddon Valley, Newport, Central Town and Longbridge).

North Devon+ is the host and accountable body for the programme, with support from North Devon District Council and Torridge District Council.

Do you have a project idea? If you have read this leaflet and believe you have an appropriate project idea, please visit our website www.leader4.org or get in touch with us on the number below.

www.leader4.org
leader4@northdevonplus.co.uk
01237 426423

Objective 1: To raise and support growth aspirations of rural micro businesses

Activity 1.1 - To stimulate growth in micro businesses

Description	Helping micro businesses (fewer than 10 full-time employees) to grow. This operates as a small grant scheme with its own guidance and application process *.
Project examples	Investment in new equipment, premises, staffing, new technology or new marketing to support new products, services or activities. Funding cannot be used for existing activity or basic/replacement equipment.
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Have been researched and proven as an effective way to help the business to grow• Have a positive or neutral impact on the environment
How much can I apply for?	Grants of between £1,000 and £7,500 are available, and applicants can apply for up to 50% of the project costs

*More information and guidance can be found on this small grant scheme at www.leader4.org

Activity 1.2 To support business development projects

Description	Addressing gaps in business support across the Leader 4 area and removing barriers that prevent our businesses from meeting their full potential
Project examples	Developing business networks, joint business activity, customised business support, promotion of new technologies and ideas
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Have evidence of business need and demand• Distribute benefit around the entire Leader 4 area• Fill an identified gap

Activity 1.3 To increase workforce skills levels

Description	Supporting innovative training and mentoring to fill the identified skills gaps in the business/ voluntary sectors
Project examples	New ways of reaching hard to reach groups and sectors. Increase higher level and technological skills. Improve access to the labour market.
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Meet an identified skills gap• Target a priority population group or business sector• Address barriers to training• Promote equal opportunities• Aim to have at least 40% match funding• Support training linked to the Leader 4 priorities

Objective 2: To improve access to services and employment in deprived rural communities

Activity 2.1 To improve community owned facilities for local service delivery

Description	Improving community owned or leased buildings to increase local delivery of services
Project examples	Primarily capital funding. Developing/enhancing community facilities such as community centres, village halls, community shops etc. Funding will not be able to cover maintenance or repairs
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Offer new services• Improve access to services• Will contribute to the economic sustainability of the facility and/or managing organisation• Use low carbon construction techniques• Are moving towards more sustainable energy/ heating methods• Aim to have at least 40% match funding

Activity 2.2 - To pilot innovative approaches to rural service delivery

Description	To provide and improve services available to people living in remote rural areas and strengthen community/voluntary delivery and management
Project examples	Types of basic service could include ICT, transport, energy etc. Developing local groups to fill the gaps in provision. Using new technology to bring services into communities. New ways of tackling the poor transport infrastructure.
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Meet a proven need• Show joint working• Encourage co-operation between communities to secure the long term future of services• Be clearly innovative

Activity 2.3 To develop community owned or managed workspaces

Description	Developing new spaces for business/community enterprise linked to income generation for community organisations.
Project examples	Primarily capital funding for new build, renovation or extension of community owned buildings for economic activity— e.g. office, shop, commercial
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Are low carbon projects• Will contribute to the economic sustainability of their organisation• Meet an identified local need• Aim to have at least 40% match funding• Create new job opportunities

Objective 3: To develop the assets & resources of the high quality environment as an economic driver

Activity 3.1 - To develop sustainable physical activities and access to the coast and countryside

Description	Improving and making use of the natural resources in the area to bring economic rewards. This includes investment in activities and access, particularly sporting opportunities, to increase tourist spend and healthy recreational use
Project examples	Improvements to paths, route-ways and land management. Local tourism activities to increase access, awareness and opportunities. Encouraging sustainable access to land and use of sensitive environments.
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Link up communities, businesses and land managers• Add value to environmental assets• Utilise high quality, low carbon materials and methods• Complement and add value to tourism sector• Aim to have at least 40% match funding

Activity 3.2 To develop sustainable heritage/cultural activities and products

Description	Maximising the potential of the natural heritage and cultural resources of the area to improve and secure the economic sustainability of rural areas
Project examples	Enhancing heritage buildings, assets and understanding. Realising the potential of the creative industries sector. Research and feasibility work on new cultural opportunities.
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Link up communities, businesses and land managers• Add value to environmental assets• Contribute to the tourism sector• Prioritise sustainability• Aim to have at least 40% match funding

Activity 3.3 - To develop skills, assets and resources to create employment in remote rural areas

Description	Realise the potential of our natural assets in terms of forestry and marine products, food and drink, waste management, environmental technologies etc through projects and skills training
Project examples	Support for food, drink, marine and forestry products from production to supply chain. New technologies in the rural environment. Development and application of rural and heritage skills
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Leave an improved environment as a legacy which benefits the area for years to come• Use new ideas and technologies to minimise negative environmental impacts• Add value to local products and services• Aim to have at least 40% match funding

Objective 4: To improve the environmental performance of communities and businesses to create a low carbon economy

Activity 4.1 To promote sustainability of communities and businesses

Description	Providing research, information, training and audits to businesses and communities to introduce greater sustainability through recycling, waste management, energy saving and behaviour change
Project examples	Demonstrating the business and community benefit of sustainable practices. Providing training and audits in sustainability issues and good practice.
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Involve partners and members from all sectors of the community• Distribute activity around the entire Leader 4 area• Introduce new ideas and new technology• Pilot innovative approaches• Aim to have at least 40% match funding

Activity 4.2 To invest in community renewables

Description	Providing pump-priming and feasibility or development funds for small-scale, community owned renewable energy systems
Project examples	Feasibility and development work or installation of efficient (£/ton of CO ₂) small scale hydro, wood, wind and energy efficient systems
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Use new ideas and the latest technologies• Are low carbon• Will share knowledge (not commercially confidential)• Will deliver the greatest benefits and maximum innovation• Aim to have at least 40% match funding

Objective 5: To build capacity, leadership and co-operation for sustainable community led regeneration

Activity 5.1 To support co-operation activity with other LAGs

Description	Support for co-operation activity between businesses and/or communities with other LAGs in the UK and Europe. 100% funded.
Project examples	Support for the costs of initial visits and liaison with businesses and/or communities in other LAG areas
Projects are more likely to be supported if they	<ul style="list-style-type: none">• Have a clear co-operation activity linked to the programme objectives• Demonstrate potential for innovation and good practice

Project Guidance

To stand the best chance of success, your project needs to meet the following criteria:

- Benefit the Leader 4 Torrridge and North Devon Local Action Group Area
- Help deliver at least one of the Programme Objectives
- Address the low carbon and environmental sustainability priorities of the overall programme
- Deliver sustainable benefits (social/environmental/economic) that will continue beyond the life of the grant funding
- Be innovative by providing new opportunities for this area or new ways of doing things that others can learn from
- Demonstrate a willingness to work with others
- **Attract contributions from other sources including funding and “in kind” support (limited to a maximum of 10%)**
- Have the support or involvement of communities, or be of wider value to the community
- Provide good value for money
- Be realistic, deliverable and financially viable
- Fit in with local, regional or national strategies
- Request at least £5,000 (unless applying under the Small Business Growth Scheme) and preferably no more than £100,000
- Request funding for no more than 3 years
- Have fully explored other public sector sources (including the Rural Development Programme for England)
- Bring organisations and people together to co-operate in tackling problems or promoting new ideas
- Increase skills and potential within the community
- Add value or a new sustainable development dimension to an existing project

Programme targets:

	Target increase
Strategic objective	
Number of business interventions in agriculture	18
Number of business interventions in tourism	50
Number of business interventions in food and drink sector	50
Number of other micro business interventions	300
Number of skills courses developed	6
Number of participants that successfully ended a training activity	90%
Number of community building interventions	8
Number of interventions to improve access to services	12
Number of capacity building interventions with the Voluntary and Community Sector	10
Number of interventions to increase economic inclusion	4
Number of community owned or managed workspaces (unit/ office/shop)	4
Number of community tourism marketing/branding initiatives	6
Number of sustainable tourism activities	12
Number of cultural or heritage interventions	4
Number of interventions in new environmental products / resources/services	10
Businesses receiving environmental sustainability advice	40
Businesses applying environmental sustainability advice	20
Community organisations receiving environmental sustainability advice	40
Community organisations applying environmental sustainability advice	20
Number of small scale community renewables interventions	5
Working relationships built through transnational or trans-regional activity	5
Applicants supported through project development	150

What we can't fund:

- Continuation funding for existing activities or services
- Statutory service including education
- Repairs or maintenance work
- Work to meet statutory requirements or Health & Safety legislation, Disability Discrimination Act etc, unless part of a construction project
- Sports facilities that are not directly linked to tourism
- Art works or installations that are not part of a training project
- General motor vehicles (specialist vehicles may be eligible)

There are other restrictions under the Business Growth Small Grant Scheme—please see separate guidance for more information.

What to do now:

If you have read this information and think you have a project which could be eligible for funding, you can find more information on how to apply at www.leader4.org

To further discuss your project, you can contact a member of the Leader 4 team on 01237 426423 or at leader4@northdevonplus.co.uk



Leader 4 Torrigo and North Devon

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