



Rural Tourism

What is LEADER?

- LEADER is a 'bottom-up' local community based approach to spending the European Rural Development Programme Fund in England.
- Funding decisions are made by Local Action Groups LAGs according to national funding priorities, and Local Development Strategies which define locally identified priorities and actions.

Who can LEADER support?

- New or existing micro or small businesses, community groups, a group of rural tourist businesses working together to develop joint activity, local authorities, charities, public-private partnerships, non-governmental organisations and destination management organisations.

How can LEADER support RURAL TOURISM?

LEADER will support projects where there are **clearly defined wider benefits to local tourism economy** and develop high quality visitor products and services that link tourism providers, extend the tourism season and encourage visitors to stay. Eligible project activity could include:

- Developing quality accommodation
- Supporting tourism activities and niche products linked to quality local food, culture, sport, heritage and rural crafts including festivals.
- Supporting shops and catering services
- Developing access infrastructure to help people connect with the natural environment such as paths and cycle-ways.
- Small scale infrastructure, such as small buildings for tourist information centres, visitors centres, shelters and signage.
- Small IT infrastructure, such as e-booking systems for tourist services.
- Supporting tourism information centres and associated visitor information.
- Developing culture, leisure, heritage, visitor activities or attractions and associated marketing and signposting of these.
- Supporting events and festivals.
- Developing innovative technology that enhances collaboration between businesses and provides information to attract visitors.

LEADER funding cannot be used to relocate a business or displace business activity or to fund the following:- office equipment used for the general business operations; moveable fittings such as furniture and domestic kitchen equipment; landscaping; salaries and office overheads of applicant staff employed to run events and festivals; or printed material.

How much will LEADER contribute?

- Between £2,500 and £170,000
- Up to 40% of the total project cost for commercial projects.
- Up to 80% of the total project cost of non-profit making projects where there is some income to offset costs.
- Up to 100% of the total project cost for projects that do not generate any income.

What is the Application Process?

There is a two stage application process:

1. Expression of Interest
2. Full Application
 - Each LAG provides a **Local Development Strategy** and **LEADER Applicant Handbook** providing information about the LEADER Programme and local priorities, see www.norfolklags.co.uk
 - One to one facilitator support is available to advise and guide you in putting together a robust application
 - LAGs meet approximately quarterly to consider full applications. Each LAG publicises a meeting schedule and application deadlines.

To make an enquiry and/or arrange to speak to a Facilitator please email leaderteam@norfolk.gov.uk or Telephone 01603 222930