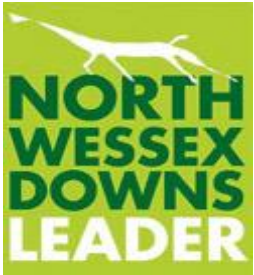


The European Agricultural Fund for Rural Development:
Europe investing in rural areas.

North Wessex Downs LEADER



LEADER

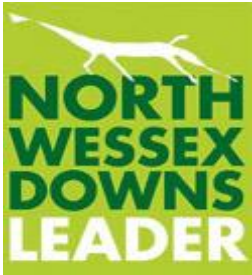
funding and opportunities

- **What LEADER is**
- **The Programme so far**
- **Where we are now**
- **Potential funding opportunities**
- **How to find out more**

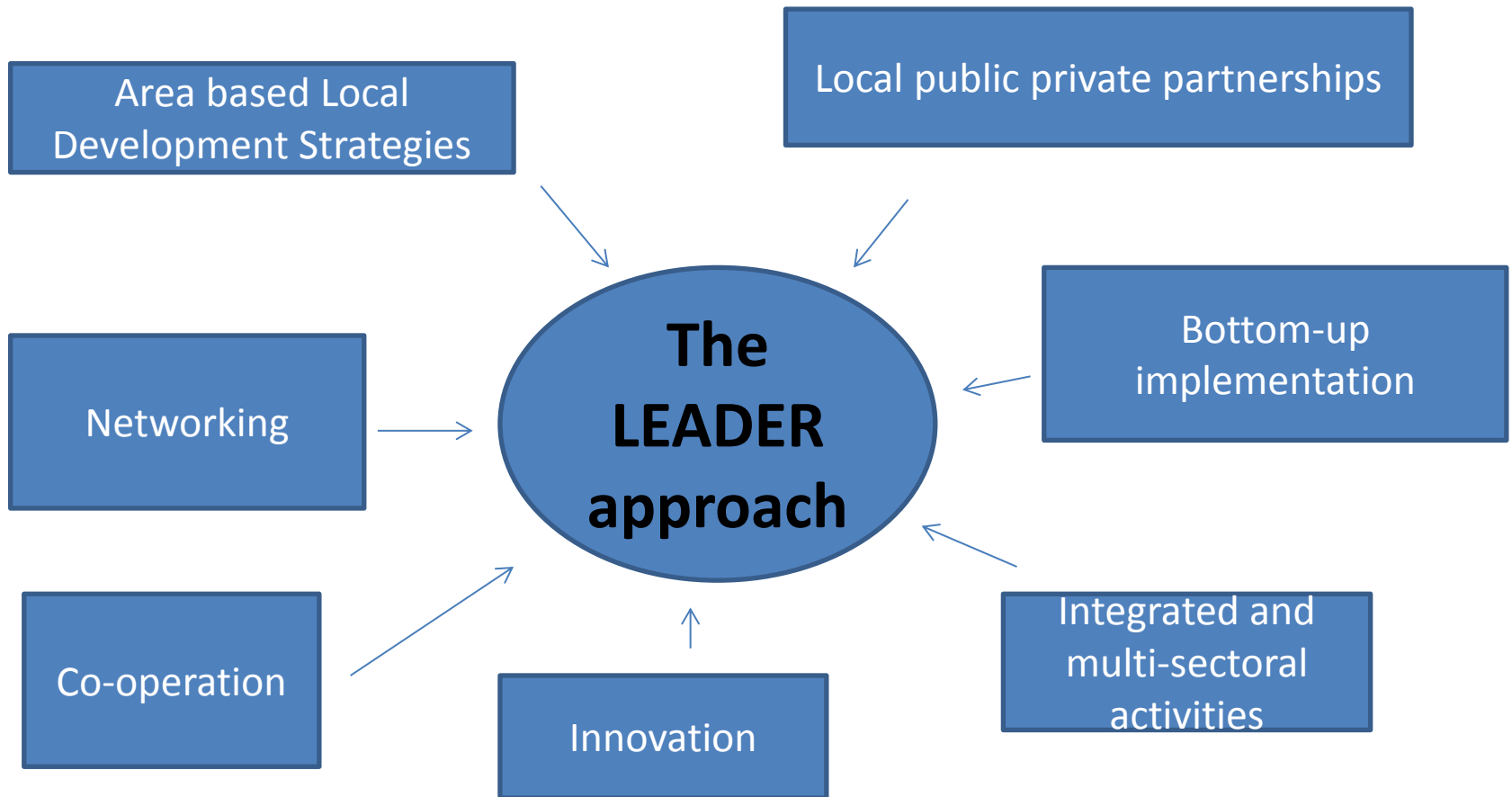


What is LEADER?

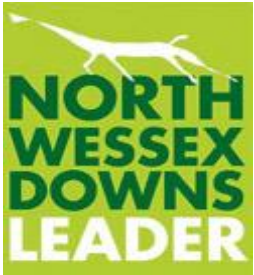
- **EU / Defra grant funding for rural development projects, essentially for:**
 - micro and small enterprises
 - community projects
- **Bottom-up approach to identifying and delivering a funding strategy for a defined area.**
- **Run by a Local Action Group – a private / public partnership.**
- **'Links Between Actions for the Development of the Rural Economy'.**



What is LEADER?

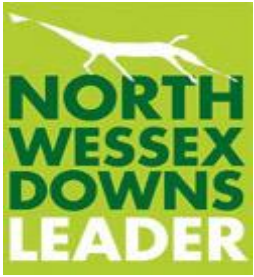


'Liaisons Entre Actions de Developpement de L'Economie Rurale' or 'Links Between Actions for the Development of the Rural Economy'.



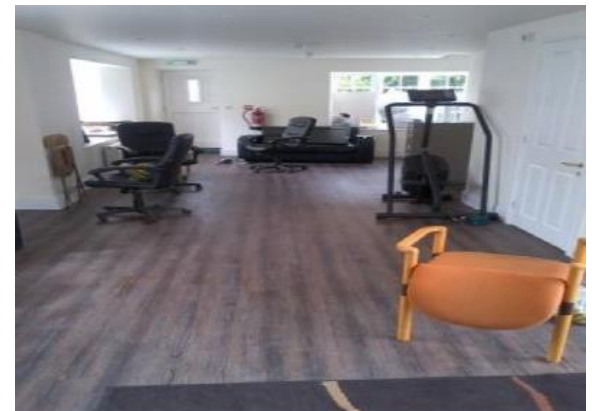
The NWD Programme so far

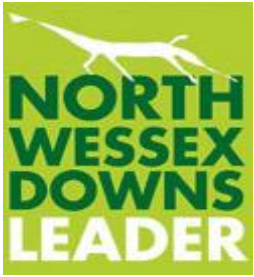
- Ran between 2009-2013
- **£1.42m** of grants awarded
- Total investment = **£3m**
- **65** projects across the NWD AONB
- More than **120** businesses benefited
- **15** communities supported
- **65 new jobs created / 82 safeguarded**



Some local projects

**The Junction – Aldbourne Youth Council –
creation of a multi-functional community
facility**





Some local projects

Merryground Farm Juicing

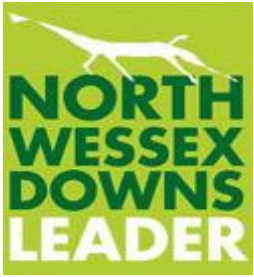
– business development



Holgate and Pack Ltd

– business development





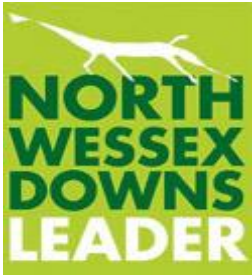
Some local projects

**Wilton Windmill Shepherd Hut
– improving the attraction**



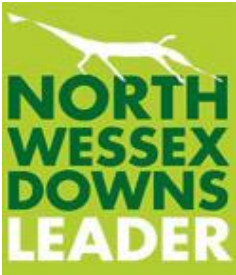
**Barrow Farmhouse Lettings
– tourist accommodation**





Where we are now

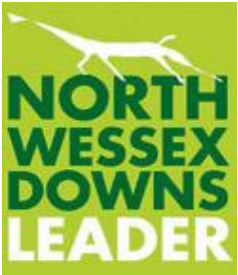
- New Local Development Strategy following local consultation
- Bid made to Defra for £1.86m for 2015-2020
- Outcome by end of Nov '14
- New programme would start early 2015
- Planning and preparation:
 - new LAG members
 - potential projects in readiness for start
- More details awaited from Defra – eligibility / processes



Potential funding opportunities 2014-2020

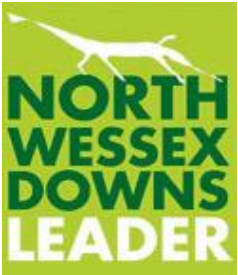
- Farming productivity
- Micro and small businesses / farm diversification
- Rural services and connectivity
- Cultural and heritage
- Forestry productivity and
- **Rural tourism**

N.B. Stronger emphasis on jobs and growth



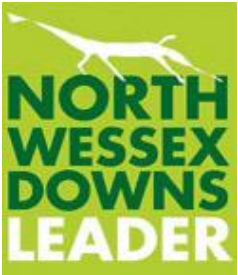
Why rural tourism?

- Recognised by **Government / Defra** as important market sector – spending in the UK tourism economy is forecast to increase by 4.3% from 2015 until 2020.
- Recognised by **Local Enterprise Partnerships** as a key growth opportunity - considerable multiplier effects for the local economy as a whole via supply chains and consumer spending.



Why rural tourism?

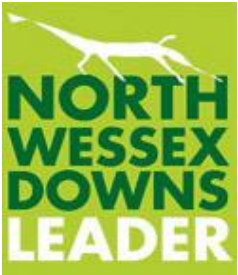
- Recognised **locally** that our very high quality natural and historic environment is probably under-valued. Help for local enterprises to capitalise on these local assets.
- Local consultation **ideas**:
 - Improve and develop the riding, walking and cycling networks across and beyond the area.
 - Broaden the tourism “offer” to take pressure of tourist honey-pots and
 - Increase visitor numbers and occupancy rates.
 - Improve public transport to attractions and provision for less able people.



Potential LEADER funding for:

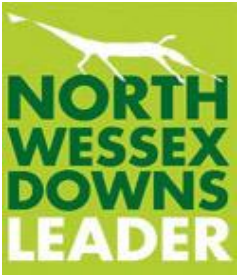
- Accommodation creation and improvement
- Better use of technology
- Creation / improvement of services - shops, catering, transport, restaurants / cafes
- Development of green infrastructure
- Improved signage / interpretation – build understanding of local “visitor offer”
- Creation / development of attractions and activities
- Events
- Information services, marketing and promotion.

The devil is in the detail!



Objectives

- **To help steer responsible and sustainable growth in the visitor economy to minimise the impact on the environment.**
- **To help increase opportunities for local people and visitors to explore and enjoy the North Wessex Downs.**



Find out more

- Do you have a **project idea**?
- Are you interested in becoming a **new LAG member**?
- If so, please talk to us:

Dawn Hamblin: 01488 680458

Dawn.Hamblin@wiltshire.gov.uk

www.northwessexleader.org.uk