

# Cotswolds LEADER Priority 3

## Support for rural tourism



The maximum grant that Cotswolds LAG will offer is £50,000 and the minimum £5,000.

The maximum grant rate and amounts will depend on whether or not the project is a commercial project which aims to generate an operating surplus, regardless of the type of applicant organisation.

Grants limits are:

- **up to 40%** of the eligible project costs for commercial tourism projects and awarded under de-minimis state aid rules.
- **up to 80%** for non-profit making projects that have a benefit in terms of value added to the wider local tourist economy, (for example events and festivals) and where there is some income to offset costs.
- **up to 100%** for projects that have a benefit in terms of value added to the wider local tourist economy where there is no income, such as paths, cycle paths, signage and interpretation boards for paths and trails, visitor information centres.

The kinds of tourism business start-up and business development projects that are likely to attract funding will be those developing high quality visitor products and services that link tourism providers, extend the tourism season and encourage visitors to stay.

**Eligible areas of support include:**

- developing high quality visitor products and services that encourage visitors to stay longer, link tourism providers together and extend the tourism season;
- developing quality accommodation where there are clearly defined wider benefits to the local tourism economy and where activities do not displace existing accommodation;
- supporting tourism activities / niche products linked to quality local food, culture, sport heritage and rural crafts / assets such as heritage events and festivals promoting local culture;
- supporting shops, catering services - restaurants and cafes where there are wider benefits to the local tourism economy;
- developing access infrastructure to help people connect to the natural environment such as paths and cycle - ways;
- small scale tourism infrastructure, such as small buildings for tourist information centres, visitor centres, shelters and signage and interpretation boards;
- 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 the associated marketing and signposting of these;
- supporting events and festivals; and
- developing innovative technology that enhances collaboration between businesses and provides information to attract visitors.

### **Costs could include:**

- construction, acquisition (including leasing) or improvement to buildings;
- the purchase or hire purchase of new and second hand machinery and equipment (please see further guidance on hire purchase and second-hand equipment on page 2);
- general costs linked to facilitating investments such as architect, engineer, consultation fees, but these can't add up to more than 15% of the project's total eligible costs;
- marketing and promotion (excluding printing) where these are part of a larger project;
- capital costs involved in supporting events and festivals (for example equipment hire, marquee hire, marketing development costs);
- short term salaries associated with project development for example for events and festivals; and
- intangible investments including, acquisition or development of specialist computer software and acquisition of patents, licences, copyrights, trademarks.

### **What isn't covered**

In addition to the list of costs which can't be claimed on pages 5 and 6 of the handbook the following costs are not eligible under this priority:

- computers, software and printers used for the general running of the business such as processing orders and accounts;
- moveable fittings such as soft furnishing, beds, tables, chairs, curtains, television and audio equipment, crockery, cutlery, small domestic kitchen equipment(e.g. toasters, kettles, food mixers etc.);
- landscaping – unless it is part of 'making good' for an application for a major attraction or accommodation expansion. In which case, only the landscaping contractor's fees would be eligible excluding the costs of plants, seeds, turf or trees;
- projects to solely meet statutory requirements for disabled access, fire regulations or emergency exits, unless the costs of providing access, exit and complying with regulations forms part of the normal costs for a major expansion project; and
- salaries and office overheads of applicant staff employed to run events and festivals.

**Refer to the Cotswolds LEADER Handbook for more details on eligible costs and the Application Process available at [www.cotswoldsleader.org.uk](http://www.cotswoldsleader.org.uk)**

**or speak to James Webb, Programme Manager 01451 862033  
[cotswoldsleader@cotswoldsaonb.org.uk](mailto:cotswoldsleader@cotswoldsaonb.org.uk)**