

## Support for rural tourism

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### National objectives:

- Add value to the tourism industry on rural areas
- Promote sustainable growth in the rural tourism sector

### Heart of Wessex objectives:

- Generating a diverse and sustainable rural economy and support for entrepreneurial activities
- Realising the benefits from the high quality natural environment, culture and heritage

### Eligible activity:

- Projects that improve tourism facilities, developing high quality visitor products and services that offer the opportunity for extending the visitor stay, visitor experience and increase spend
- Improving the quality and diversity of accommodation where there are clearly defined wider benefits to the local tourism economy as in a local Destination Management Plan (DMP) and where activities do not displace existing accommodation
- Supporting shops, catering services, restaurants and cafes where there are wider benefits to the local tourism economy as in a local DMP
- Linking people with the natural environment, for example access and green infrastructure such as cycle ways
- Developing innovative technology that enhances collaboration between businesses and provides information to attract visitors and encourages them to move between destinations through joint promotion
- Projects that make use of local supply chains, local products, food and drink and work with a local network of producers

### Available funding:

Minimum grant approximately £10,000. Maximum grant approximately £150,000

### Grant intervention rate:

Maximum 40% of the total project's eligible costs. Grant payments are paid in arrears and therefore applicants need to demonstrate that they have sufficient funds to bankroll the project until grant payments are received. Reimbursement of grant claims are usually paid quarterly.

### Who can apply?:

New or existing rural based micro and small businesses, farm businesses that want to diversify, community groups and / or groups of rural tourist businesses

### Heart of Wessex LAG Programme Targets:

● Budget allocation 2015-2020	£285,032
● Number of projects supported	10
● Number of existing tourism activities supported	8
● Number of new tourism activities supported	5
● Number of additional visitors	250
● Number of potential overnight stays	100
● Number of jobs created	10
● Number of jobs safeguarded	2
● Number of businesses benefitting	12

### For more information:

This information sheet is intended for use and a brief introduction. Please contact a member of the Heart of Wessex Programme Management Team for more detail.

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