

EAFRD Strategic Targeting Statement

Tourism Infrastructure National Call

LEP Area	The Marches	Call reference number	36RD17TO0004
LEP Area Growth Hub website	http://www.marchesgrowthhub.co.uk/		
LEP Area Rural Map	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270727/The_Marches_LEP_full_class.jpg		
Initial amount allocated	£928,247	The number of projects funded in the LEP area will be between	1 to 46
Minimum Grant	Usually £35,000, see detail below	Maximum Grant	Commercial projects €200,000 approx. £170,000 Other projects no maximum subject to state aid rules

Minimum Grant

These grants are for capital investments to develop and grow tourism in rural areas.

Applicants must show how their project:

- contributes to developing the rural tourism offer in the Marches LEP area
- delivers value for money
fits with the priorities of the local Visitor Economy Strategies and where applicable, Destination Plans

Priority will be given to projects that:

- extend the tourism season between October and March by creating and developing visitor assets including
 - visitor attractions,
 - leisure activities
 - heritage and cultural sites,
 - outdoor visitor activities
- create new festivals and events to attract overnight as well as day visitors
- improve information for visitors
- develop tourism infrastructure, including trails and bridleways
- develop local tourism sectors such as food and drink, and rural crafts
- develop sustainable tourism activities

For projects in rural Shropshire only, which are outside of the Southern Shropshire LEADER programme area, a minimum grant amount of £20,000 applies. See the link below for details of the Southern Shropshire LEADER Programme area.

For projects that will create new visitor accommodation, a minimum grant of £75,000 applies. It is expected that new accommodation will aim to achieve at least 4 star or equivalent accreditation rating. Accommodation below this accreditation rating may be supported where there is evidenced market need and demand.

These projects must show all of the following:

- clear need and market demand for the new accommodation
- the number of new bed spaces to be created, and

- provides benefits to other business and the economy in the local rural area

Further reading

The Marches' ESIF Strategy is available at

www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/Marches%20Final%20Strategy%20040914-3.pdf

Other relevant documents include:

A Tourism Strategy for Herefordshire 2010 – 2015 http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/herefordshire_tourism_strategy_final_3910.pdf

Destination Shrewsbury http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Shrewsbury%20Visitor%20Economy%20Strategy%20FD.pdf

Telford & Wrekin Destination Management Plan http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Telford-Tourism-Partnership-Destination-Management-Plan-LR.pdf

Sustainable Tourism in the Shropshire Hills and Ludlow

http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/A%20Strategy%20and%20Action%20Plan%20for%20Sustainable%20Tourism.pdf

North Shropshire and Oswestry Visitor Economy Strategy

http://www.marcheslep.org.uk/download/economic_plans/european_structural_and_investment_fund/tourism/Aug%202012%20Visitor%20Economy%20Strategy%20for%20North%20Shropshire%20Oswestry.pdf

The Herefordshire Destination Management Plan is currently in development. The existing strategy can be accessed at <http://www.herefordshirebusinessboard.co.uk/connect/visit-herefordshire/>