



## LEADER funding for Tourism Activities in Wealden and Rural Rother (WARR)

### Grants of up to £50,000 per project are available.

To be eligible, projects must fall under one of the following measures within the Rural Development Programme – England (RDPE) programme.

### Measure 313 – encouragement of tourism activities

You can apply for up to 100% of the total cost of the project if your activity is non-commercial (but most projects are unlikely to receive more than 80%), or 50% for commercial activities. You can be involved in an existing activity or apply for help to set one up.

DEFRA's objective is to use the natural and cultural resources in rural areas to attract visitors and create new employment opportunities and to make rural tourism businesses more sustainable.

### Examples:

- Small scale infrastructure such as information centres and the signposting or interpretation of tourist sites
- Recreational infrastructure, offering access to natural areas or the historic environment
- Provision of small capacity accommodation or upgrading of existing provision, if it has a wider benefit than just the owner
- Development and marketing of rural tourism services
- Helping tourism providers to develop networks, collaborations and initiatives to meet visitor needs and market products or services
- Support the development of new niche markets, e.g. 'green tourism'
- Promotion of tourism activities linked to quality regional and local food culture or rural crafts
- Improved information and booking arrangements

The grant can be used to fund capital investments, feasibility studies, marketing support, start-up revenue costs or technical support.

If you think that you may be interested in applying for LEADER funding, please get in touch to discuss your idea.

### You can contact:

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*Ashdown Forest centre*

If you, or somebody you know, would like the information contained in this document in large print, Braille, tape/CD or in another language please contact Wealden District Council on 01323 443322 or [info@wealden.gov.uk](mailto:info@wealden.gov.uk)

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