



Rural Communities

What is LEADER?

- LEADER is a '*bottom-up*' local community based approach to spending the European Rural Development Programme Fund in England.
- Funding decisions are made by Local Action Groups LAGs according to national funding priorities, and Local Development Strategies which define locally identified priorities and actions.

Who can LEADER support?

- Rural organisations including community organisations, charities, new , existing micro or small businesses, and in some cases public or private entities working in partnership with small and micro businesses and rural community groups.

What will LEADER fund?

- Eligible rural community projects contributing to one of the following LEADER funding priorities:
 - Provision of rural services
 - Support for cultural and heritage activity
 - Support of micro and small businesses

LEADER funding cannot be used to relocate a business or displace business activity

How can LEADER support rural communities?

LEADER will support

- Projects which make a contribution to growing the local economy through the provision of services or infrastructure which aim to alleviate some of the difficulties faced by rural communities, including the development of community buildings, public spaces, or cultural or tourism amenities. This could include projects that:
 - * Enable understanding of the countryside and rural areas
 - * Improve essential rural services for the local community
 - * Support small-scale village infrastructure projects including amenity buildings and village access (e.g. footpaths)
 - * Develop village infrastructure and access to key services (e.g tourism projects that increase services and contribute village renewal)
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- Projects which promote, enhance and maintain cultural heritage assets and events where this promotes growth in the tourism economy, creates a sense of local identity through raised awareness, or helps protect the cultural heritage against damage and degradation.
- Projects which support micro and small businesses to start up or grow creating jobs and contributing towards rural economic growth.

How much will LEADER contribute?

- Between £2,500 and £170,000
- Up to 40% of the total project cost for commercial projects.
- Up to 80% of the total project cost of non-profit making projects where there is some income to offset costs.
- Up to 100% of the total project cost for projects that do not generate any income.

What is the Application Process?

There is a two stage application process:

1. Expression of Interest
2. Full Application
 - Each LAG provides a **Local Development Strategy** and **LEADER Applicant Handbook** providing information about the LEADER Programme and local priorities, see www.norfolklags.co.uk
 - One to one facilitator support is available to advise and guide you in putting together a robust application
 - LAGs meet approximately quarterly to consider full applications. Each LAG publicises a meeting schedule and application deadlines.

To make an enquiry and/or arrange to speak to a Facilitator please
email leaderteam@norfolk.gov.uk or Telephone 01603 222930