



New Forest LEADER

Grant Funding for Rural Businesses & Communities

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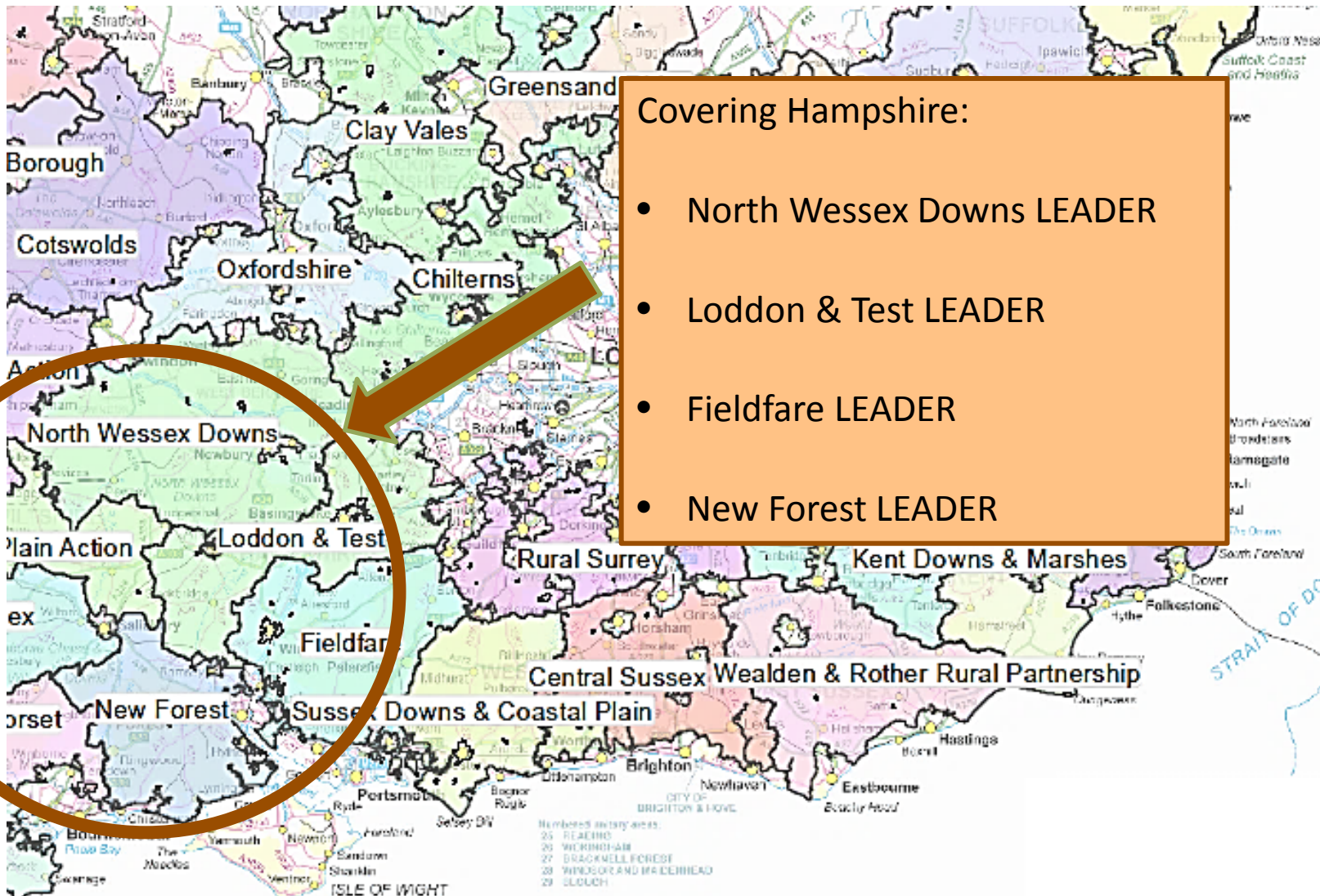


The European Agricultural Fund
For Rural Development:
Europe investing in rural areas





LEADER Groups in Hampshire





What will LEADER fund?

Capital items (buildings, equipment & machinery) to:

- ❑ Increase farm productivity
- ❑ Develop small businesses (inc. rural tourism & farm diversification)
- ❑ Support rural services
- ❑ Support cultural & heritage activity
- ❑ Increase forestry productivity

It will fund projects which create jobs, help businesses to grow and benefit the rural economy.





Who can apply to LEADER?

This is determined by:

- 1. Location:** the applicant, project or beneficiaries must be within a LEADER area
- 2. The type of applicant:** sector, size of business & turnover.
- 3. The type of project proposed:** capital expenditure only, not all costs are eligible.





What won't LEADER fund?

LEADER will not fund:

- ❑ Salaries or running costs
- ❑ Stock
- ❑ Basic office / computer equipment
- ❑ Advertising
- ❑ 'Like for like' replacement /renovation

Because: LEADER investment has to lead to a step up in performance of the business





How much funding is available?

- ❑ For commercial projects, grants will typically be limited to 40% of the total eligible costs.
- ❑ Minimum grant size typically £2,500
- ❑ Maximum grant size typically £50,000





Why Apply for Grant Funding?

- ❑ To bring forward your business expansion plans
- ❑ To enable your business to diversify into new markets
- ❑ To invest in equipment/machinery which will make your business more efficient





Top Tips for Applicants 1

- ❑ **Plan ahead;** the application process could take 6 months
- ❑ **Do not commit** to purchasing any equipment or carrying out any work on your project until a LEADER Grant agreement has been signed
- ❑ **Before you apply** be clear in your own mind what you need and how it will help your business to develop
- ❑ **Scrutinise the grant criteria and guidance**
- ❑ **Be aware of key dates;** missing deadlines could mean your application can't be considered or even that you forfeit your grant award



Top Tips for Applicants 2

- ❑ **Remember, every section of the application form will be considered** when making the final decision so all questions must be completed.
- ❑ **A business plan & risk assessment** demonstrates you have thought the investment through, are realistic about what could go wrong & how you would deal with it.
- ❑ **You will need three quotes** for any items of expenditure – so focus on big ticket items.



Top Tips for Applications 3

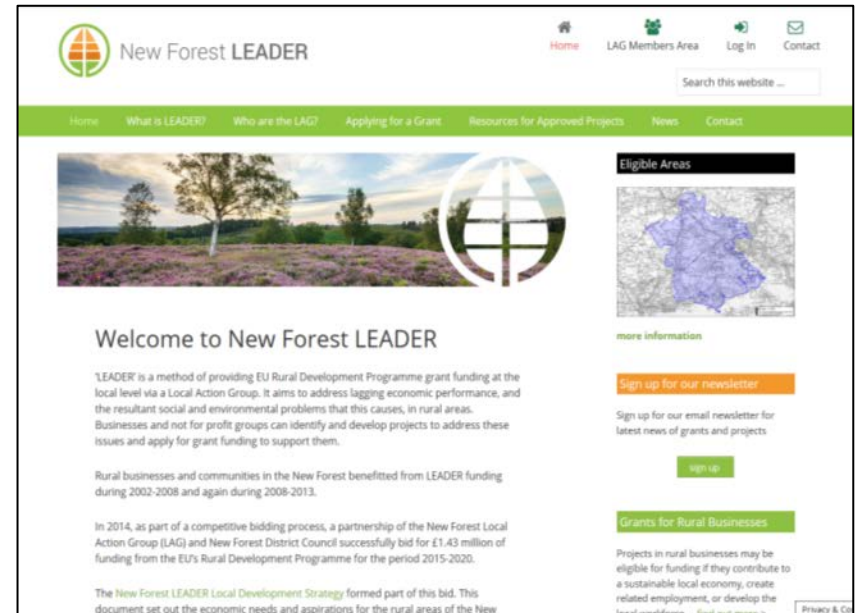
- ❑ **Grant is paid in arrears;** make sure you can cover cash-flow.
- ❑ **LEADER has an interest in grant funded items for 5 years** after the grant award – the Grant Agreement is a legally binding document & will outline your obligations.
- ❑ **Remember that the minimum grant is £2,500:** ask yourself if it is really cost effective for you to apply
- ❑ **LEADER Programme staff are there to help** you and if you have any queries just ask!



How to Apply

Visit the New Forest LEADER website for information on:

- ❑ Applicant & project eligibility (each LEADER area has slightly different priorities)
- ❑ A map of the funding area
- ❑ How to apply
- ❑ Sign up to our newsletter
- ❑ Contact details





New Forest LEADER

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