

## West Kent Leader – Summary of Measures and Eligibility

Measure	Eligible Activities	Eligible Beneficiaries	Intervention Rate
<b>111 - Vocational training and information actions</b>	<p><b>Objective: to broaden the scope of training, advice, information, facilitation and diffusion of knowledge activities to all adults dealing with agricultural, food and forestry matters. These activities cover issues under both agricultural and forestry systems to enhance the competitiveness and sustainability of their enterprises and to ensure high environmental and quality standards.</b></p> <ul style="list-style-type: none"> <li>• Seminars</li> <li>• Business Clubs</li> <li>• Workshops and demonstrations</li> <li>• Support and mentoring</li> </ul>	<ul style="list-style-type: none"> <li>• Trainees must be engaged in a business dependant on agriculture or which utilises agricultural products.</li> <li>• Training providers delivering training as above.</li> </ul>	Delivered through Lantra/RBAT
<b>121 – Modernisation of Agricultural Holdings</b>	<p><b>Objective: to improve economic performance of holdings through better use of production factors, as well as improving the environmental, occupational safety, energy efficiency, hygiene and animal welfare status of the holding. Restricted to production factors, which may include the introduction of new technologies and innovation, and on farm diversification, including non-food sectors and energy crops. Support for investments in infrastructure related to the development and adaptation of agriculture (for example, access to farmland) not eligible under this measure but may be supported under measure 125.</b></p> <ul style="list-style-type: none"> <li>• small scale on farm renewable energy technologies (eg biogas, wood fuel, anaerobic digestion, hydro or wind turbines)</li> <li>• alternative agriculture (energy crops handled through Natural England)</li> <li>• improving crop storage in order to improve the quality of the product (eg specialised storage/handling buildings, provision of ventilation, insulation and refrigeration)</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers and other land-owners</li> <li>• Groups of farmers and other landowners.</li> </ul>	Max 40%
<b>122 – Improving the economic value of forests</b>	<p><b>Objective: to improve and broaden the economic value of private forests, increase diversification of production, and enhance market opportunities.</b></p> <p>Activities that will improve the economic value or potential of the forest, and protect the public interest or enhance public benefits including:</p> <ul style="list-style-type: none"> <li>• in-forest activities up to and including harvesting.</li> <li>• the cost of producing management plans where linked to investments under this article. (No minimum size of woodland covered by this measure, but a management plan must be prepared for woodlands 30ha or over.</li> </ul>	<ul style="list-style-type: none"> <li>• Owners of private forests</li> <li>• Their Associations</li> <li>• Local Authorities</li> </ul> <p>(excludes regeneration after final felling).</p>	Max 50%

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<b>123 – Adding value to agricultural and forestry products</b>	<p><b>Objective: to improve the processing and marketing of primary agricultural and forestry products, through investment in improved efficiency, renewable energy, new technologies and new market opportunities, and to improve the overall performance of the enterprise.</b></p> <ul style="list-style-type: none"> <li>• processing and marketing of Annex 1 products (not production)</li> <li>• development of new products, processes and technologies for Annex 1 products;</li> <li>• processing and marketing of forestry products, especially wood fuel</li> <li>• development of new products, processes and technologies for forestry products.</li> </ul> <p>(NB No aid for the manufacture and marketing of products which imitate or substitute milk/milk products, or in respect of fisheries products.)</p>	<ul style="list-style-type: none"> <li>• For agricultural products eligibility limited to micro, small and medium sized enterprises (note state aid guidance).</li> <li>• For forestry products eligibility limited to micro-enterprises and prior to industrial processing.</li> </ul>	<p>Max 40% for small/medium businesses,</p> <p>(Larger businesses likely to be too big for LAGs)</p>
<b>124 – Co-operation for development of new products, processes and technologies in the agricultural, food and forestry sectors</b>	<p><b>Objective: to encourage co-operation between farmers, food/raw materials processing industry and others, to ensure agriculture and food sectors take advantage of market opportunities. To promote co-operation between producers and processors, to develop innovative uses for forest products, leading to management of woodlands, protecting public interest and enhancing public benefits.</b></p> <p>No distinction in priority given to co-operation projects involving new products, processes or technologies. Collaboration will be between two or more producers, processors or other enterprises.</p>	<ul style="list-style-type: none"> <li>• must include a primary producer in agriculture or forestry,</li> <li>• could include other primary producers, processing industry, retailers</li> </ul> <p>(available to all sectors of the agriculture, forestry and food industries - no size limitation).</p>	<p>Max 100% but typically around 50%</p>
<b>311 – Diversification into non-agricultural activities</b>	<p><b>Objective: to support farm business restructuring through the development of diversified activities that provide alternative income sources.</b></p> <p>Definitive list of activities cannot be provided, but must provide alternative source of income and could include:</p> <ul style="list-style-type: none"> <li>• retailing, manufacturing or service industries, including self-made products, recreation, equestrian and creative industries;</li> <li>• environmental technologies and services, including the traditional trades required to maintain and enhance the landscape;</li> <li>• renewable energy, including storage/supply of wood fuel (planting support and forestry processing activity eligible under other measures).</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Members of a farm household exercising an agricultural activity on the farm.</li> </ul>	<p>Max 50%</p>

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<b>312 Support for the creation and development of micro- enterprises</b>	<p><b>Objective: the creation and development of micro-enterprises to promote entrepreneurship and create employment opportunities. Key objective will be support for achieving growth aspirations of small rural businesses.</b></p> <p>As above for 311. LAGs need to state priorities, and businesses should be essentially rural.</p>	<ul style="list-style-type: none"> <li>• An existing or establishing micro business (including social enterprises but excluding agricultural businesses)</li> </ul>	<p>Max 50%</p>
<b>313 Encouragement of tourism activities</b>	<p><b>Objective: To make rural tourism businesses more sustainable through collaboration, resource efficiency and effective use of ICT.</b></p> <ul style="list-style-type: none"> <li>• small-scale infrastructure such as information centres and the signposting and interpretation of tourist sites;</li> <li>• recreational infrastructure such as that offering access to natural areas and the historic environment;</li> <li>• small-capacity accommodation provision and upgrading of existing provision when justified by significant wider benefits (<b>care</b>)</li> <li>• the development and/or marketing of rural tourism services;</li> <li>• assisting tourism providers to develop clusters and business initiatives to meet visitor needs and market their products and services;</li> <li>• networking and collaboration within the tourism industry including benchmarking;</li> <li>• supporting the development of new niche markets e.g. 'green tourism';</li> <li>• promotion of quality regional and local food culture and rural crafts linked to tourism;</li> <li>• improved information and booking arrangements, including e-tourism and other use of ICT.</li> </ul>	<ul style="list-style-type: none"> <li>• existing tourism enterprises and tourism related organisations located or operating in, rural area</li> <li>• persons wishing to set up new rural tourism enterprises.</li> </ul>	<p>Max 100% for non-commercial, 40-50% for commercial - de minimis applies</p> <p>(SEEDA do not expect any project to receive more than 80%)</p>
<b>321 – Basic services for the economy and rural population</b>	<p><b>Objective: To improve or maintain the living conditions and welfare of those living in rural areas and to increase the attractiveness of such areas through the provision of more and better basic services for the economy and the rural population.</b></p> <p>Not possible to give definitive list of activities - financial support may be provided for, amongst others:</p> <ul style="list-style-type: none"> <li>• cultural and leisure activities;</li> <li>• development of community buildings to provide services;</li> <li>• developing community enterprises to provide key services e.g. childcare/eldercare;</li> <li>• energy services – e.g. woodfuel based heat/and or power system for village/community buildings;</li> <li>• shop/retail services;</li> <li>• training services.</li> </ul>	<ul style="list-style-type: none"> <li>• businesses, social enterprises, charities, and other formally constituted groups.</li> </ul>	<p>Max 100%, depending on the extent of commercial return and limits imposed by de minimis rules</p> <p>(SEEDA do not expect any project to receive more than 80%)</p>

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<b>322 - Village renewal and development</b>	<p><b>Objective: To support integrated village initiatives which promote cross-community development and regeneration.</b></p> <p>We expect this measure to be used for the most part, through the bottom-up Leader approach to delivery. Therefore not possible to give a definitive list of activities - financial support may be provided to:</p> <ul style="list-style-type: none"> <li>• develop community capacity and increase skills, knowledge and enthusiasm of local people</li> <li>• support small-scale infrastructure projects to develop or enhance: <ul style="list-style-type: none"> <li>o village approaches</li> <li>o main streets</li> <li>o community buildings</li> <li>o amenity spaces</li> <li>o workspaces</li> <li>o village landscapes</li> </ul> </li> <li>• where possible, some aspects of the measure will be linked with environmental land management support under Axis 2;</li> <li>• the encouragement of collaborative, networking social enterprises;</li> <li>• support of ICT for community benefit;</li> <li>• improving the functionality of community facilities; and</li> <li>• community renewable energy projects.</li> </ul>	<ul style="list-style-type: none"> <li>• businesses, social enterprises, charities, and other formally constituted groups.</li> </ul>	<p>Max 100%, depending on extent of commercial return and limits imposed by de minimis rules.</p> <p>(SEEDA do not expect any project to receive more than 80%)</p>
<b>323 – Conservation and upgrading of rural heritage</b>	<p><b>Objective: To conserve and enhance the rural heritage as the basis for sustainable economic growth in rural areas.</b></p> <p>As this measure may address needs identified both strategically, and by the rural population through the Leader “bottom-up” approach it is not possible to give a definitive list of activities - support under this measure could cover the following activities:</p> <ul style="list-style-type: none"> <li>• identify local community needs and develop environmental audits and action plans;</li> <li>• undertake small-scale infrastructural improvements;</li> <li>• studies and investments associated with maintenance, restoration and upgrading of the natural heritage (eg ancient woodland) and cultural heritage (eg monuments).</li> </ul> <p><b>WARR’s priorities include:-</b></p> <ul style="list-style-type: none"> <li>• improvements to the physical accessibility of cultural and heritage attractions for people with disabilities</li> <li>• capital support for community organisations which provide cultural events</li> <li>• capital improvements to education/interpretation centres.</li> </ul>	<ul style="list-style-type: none"> <li>• businesses, social enterprises, charities, and other formally constituted groups.</li> </ul>	<p>Max 100%, depending on extent of commercial return and limits imposed by de minimis rules.</p> <p>(SEEDA do not expect any project to receive more than 80%)</p>

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<b>331 - Training and information for economic actors operating in the fields</b>	<p><b>Objective: To enhance human potential required for the enhancement of the rural economy. It will support the achievement of the outcomes listed for the measures under their Axis (diversification into non-agricultural activities, developing micro-enterprises, encouraging tourism etc) by developing the skills of the economic actors in the rural area.</b></p> <ul style="list-style-type: none"> <li>• provision of training and information, including business skills and technical skills, in support of rural micro-enterprises, non-agricultural farm diversification businesses and rural tourism businesses;</li> </ul> <p>(NB support shall not include courses of instruction or training which form part of normal education programmes or systems at secondary or higher level.)</p>	<ul style="list-style-type: none"> <li>• economic actors envisaged as beneficiaries;</li> <li>• businesses, social enterprises, charities, and other formally constituted groups.</li> </ul>	Max 70% but likely to be less
<b>421 - Implementing cooperation projects</b>	<p><b>Objective: Principal objective is to widen local views in order to improve local strategies. The main expected result will be mutual learning.</b></p> <p>The scope of this measure will be broad to allow LAGs to work with other areas on projects they demonstrate to add value to the programme. The specific themes LAGs intend to co-operate on will be incorporated into their LDS. The co-operation measure will be used to encourage and support a LAG to undertake a joint action with another Leader group, or with a group taking a similar approach in another region, Member State, or even a third country.</p> <p>Will include implementation of a joint action and only expenditure for the joint action, for running any common structures and for preparatory technical support shall be eligible for support. Expenditure on animation may be eligible in all the areas concerned by the co-operation.</p> <p>In most cases co-operation will have been integrated into LDS's. However, where co-operation activities arise later in the Programme which were not included in an LDS, proposals will need to be considered by the relevant RDA.</p>	<p>To involve at least one Axis 4 LAG with project implemented under responsibility of a co-ordinator LAG. Open to public/private partnerships and other rural areas organised with</p> <ul style="list-style-type: none"> <li>• presence of a local group in a geographical territory, active in rural development, with capacity to elaborate a development strategy for that territory;</li> <li>• the organisation of that local group is based on a partnership of local actors.</li> </ul>	
<b>NB:</b>	<p><b>Professional fees, eg business plans/feasibility studies, can be funded retrospectively, provided they form less than 10% of the total project cost and are identified in the project application form.</b></p> <p><b>Alternatively a business plan could be funded as a separate project for a larger bid.</b></p>		As shown under relevant measures