

15d. LAG Priority Guidance SDC

General notes on projects:

Projects must meet the essential criteria listed below.

	Essential	Desirable
Benefit the South Devon Coastal Local Action Group Area	✓	
Be of benefit to groups of businesses / communities, rather than individual businesses*	✓	
Help deliver at least one of the Strategic Aims (details below)	✓	
Achieve <i>multiple objectives</i> by progressing at least two of the four goals (below) of sustainable development <ol style="list-style-type: none"> 1. Social progress which meets the needs of everyone 2. Effective protection of the environment 3. Ensuring a diverse and prosperous rural economy 4. Careful use of natural resources 	✓	
Have no negative impacts on any of the four goals of sustainable development	✓	
Deliver sustainable benefits that will continue beyond the life of the grant funding	✓	
Be innovative by providing new opportunities for this area or new ways of doing things that others can learn from	✓	
Demonstrate a willingness to work with others	✓	
Lever in other contributions from other sources including funding and "in kind" support (Note: "Only in exceptional circumstances should "in kind" make up than 10% of the project funding)	✓	
Have the support or involvement of communities, or be of wider value to the community	✓	
Have clearly defined outputs	✓	
Provide good value for money	✓	
Be realistic, deliverable and financially viable	✓	
Project partners must have a good track record of delivery and relevant expertise and skills	✓	
Fit in with local, regional or national strategies	✓	
Learn from what has gone before	✓	
Request at least £5,000*	✓	
Request no more than £100,000		✓
Be unable to readily secure funding from other public sector sources		✓
Bring organisations and people together to co-operate in tackling problems or promoting new ideas		✓
Increase skills and potential within the community		✓
Add value or a new sustainable development dimension to an existing project		✓
Work across both the South Devon Coastal Area and other LAG areas		✓

*The only exceptions to this are the specified small grants funds.

Overleaf is a list of Strategic Aims and the activities within them which can be funded through this programme. Please note that the detailed information here acts simply as a general guide, as the European regulations regarding match funding and legitimate project activity are complex. Specific advice will be given on submission of a Project Outline.

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Activity	Description	Typical Activity Examples of project activities that are eligible	Special Notes Projects are more likely to be funded if they demonstrate that they:	Approx Total Funds	Match Funding Target
Strategic Aim 1. Linking And Adapting Businesses For Improved Economic Performance					
Promoting business development, adaptation and diversification	Helping businesses to become more productive and profitable. This includes a small grants fund of £200k into which individual businesses can apply to help them diversify.	Developing business networks / cooperatives Developing skills and providing training and mentoring Implementing and testing new equipment, ideas and technologies	<ul style="list-style-type: none"> • Make businesses more competitive • Get businesses to work together • Offer higher level / technical skills • Are environmentally sustainable • Promote social enterprise as a business model 	£300k	50% maximum from SDC LAG Match must include private sector
Strengthening supply chains and distribution networks	Encouraging businesses to work together and look to local sources of products and services.	Showing businesses the benefits of buying locally Encouraging businesses to work together by sharing promotion / marketing	<ul style="list-style-type: none"> • Apply existing research, such as that from the New Economics Foundation • Become financially self-sustaining 	£50k	50% maximum from SDC LAG Match must include private sector
Strategic Aim 2. Sustaining Communities through Community Enterprise and Linked Service Provision					
Developing multi-functional community facilities	Developing facilities that provide a range of different services for local communities. This includes a small grants fund of £200k into which communities can apply for funding.	Primarily capital funding Developing / enhancing community facilities such as community centres, village shops, etc. Developing networks of community facilities	<ul style="list-style-type: none"> • Offer a blend of essential services and recreational activities which enables financial sustainability • Are developed as businesses rather than subsidised services • Provide services that attract young people 	£250k	50% maximum from SDC LAG Match can be public or private
Providing new opportunities for recycling and waste reduction	Introducing recycling and waste management systems across businesses and communities.	Providing recycling facilities (beyond those already in place) Demonstrating the business benefit of recycling and managing waste	<ul style="list-style-type: none"> • Use new ideas and the latest technologies • Are carbon neutral • Will share their experiences with others • Promote environmental good practice 	£50k	70% maximum from SDC LAG Match can be public or private
Providing access to services for local communities	Developing social, recreation and work opportunities within communities, so reducing travelling. Providing affordable ways of getting around and reaching local centres.	Developing local groups to fill the gaps in provision Using technology to bring services into communities New ways of tackling the poor transport infrastructure	<ul style="list-style-type: none"> • Encourage co-operation between communities to provide the necessary critical mass • Develop and extend existing successful initiatives • Build social and work networks in communities 	£150k	70% maximum from SDC LAG Match can be public or private
Promoting community-based initiatives for local food and produce	Promoting local food and produce and providing the means to match supply and demand. This includes a small grants fund of £100k into which communities can apply for funding.	Education and raising awareness about local food and produce Development ways to grow, distribute and / or procure local food.	<ul style="list-style-type: none"> • Are original in their approach • Work towards making communities self-sufficient. • Build on the work of Food & Drink Devon 	£150k	50% maximum from SDC LAG Match can be public or private
Strategic Aim 3. Marketing and Sustaining the Area's Unique Selling Points					
Promoting economic activity which is rooted in	Improving and making use of the natural resources in the area to bring economic rewards,	Enhancing land management, heritage buildings, sustainable tourism and / or marine skills. Development of a	<ul style="list-style-type: none"> • Are co-operative in approach • Link into the tourism sector • Integrate new 	£100k	50% maximum from SDC LAG Match can

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the area and its natural resources		renewable energy cluster, focusing on suitable technologies.	landowners and residents		be public or private
Implementing small-scale environmental infrastructure improvements	Improving the physical environment whilst maintaining the quality of the area as a visitor destination as well as sustaining the quality of environment for local residents.	Coastal improvements to sites damaged by erosion / visitor pressure Community tree planting Enhancements to village and town public areas.	<ul style="list-style-type: none"> Leave an improved environment as a legacy which benefits the area for years to come Use new ideas and technologies to minimise negative environmental impact 	£100k	50% maximum from SDC LAG Match can be public or private
Promoting countryside access for health, well being, and educational purposes <i>And</i> Modernising and upgrading visitor information and interpretation	Developing a network of accessible countryside areas, where the landscape is respected and understood, in which the community can enjoy an improved quality of life. Developing new approaches to visitor information, particularly where they introduce a new audience to resorts and visitor attractions	Physical improvements to paths and routeways Promotional activities such as walking festivals and health walks Encouraging sustainable recreational use of sensitive environments. Communicating with visitors and residents to provide well-informed enjoyment of the area Education of local businesses to promote visitor attractions Linkages between tourism and the local business community	<ul style="list-style-type: none"> Link up the public and landowners Go beyond basic signposting. Make use of the support offered by Natural England to manage access-land Use up-to-date media to communicate Share promotion and marketing between communities and businesses Working co-operatively to be cost effective Develop means of ensuring activity remains current 	£150k	50% - maximum from SDC LAG Match can be public or private 70% maximum from SDC LAG Match can be public or private
Diversifying and extending the tourism "offer"	Increasing the length of the season and the range of tourist attractions. Improving the employment structure to ensure that satisfying work is fairly rewarded. Diversifying to generate new opportunities and respond to changing visitor demands.	Developing and promoting environmental courses, activity holidays, walking, cycling, boating, horse riding, bird watching, and arts and crafts Promoting and supporting events and local festivals Deriving enhanced value from green tourism for businesses	<ul style="list-style-type: none"> Linking a wider range of businesses in to benefit from tourism Catering to the widest possible range of visitors. 	£100k	70% maximum from SDC LAG Match can be public or private

Strategic Aim 4. Building the Capacity to Deliver Rural Development Locally

Developing and maintaining opportunities for local participation in rural regeneration	Encouraging all members of the local community to get involved with the development of the area, by keeping them informed, providing appropriate training and opening up opportunities to take part in activities. This includes a small grants fund of £75k that can be used to help develop project ideas and carry out initial work to get projects started	Training local people to enable them to get involved in regeneration activity Encouraging and supporting local leadership Providing volunteering opportunities Helping to support existing parish initiatives identified through parish plans	<ul style="list-style-type: none"> Involve partners and members from all sectors of the community Distribute activity around the entire South Devon Coastal area Promote equal opportunities Encourage a culture of co-operation 	£95k	100% maximum from SDC LAG
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