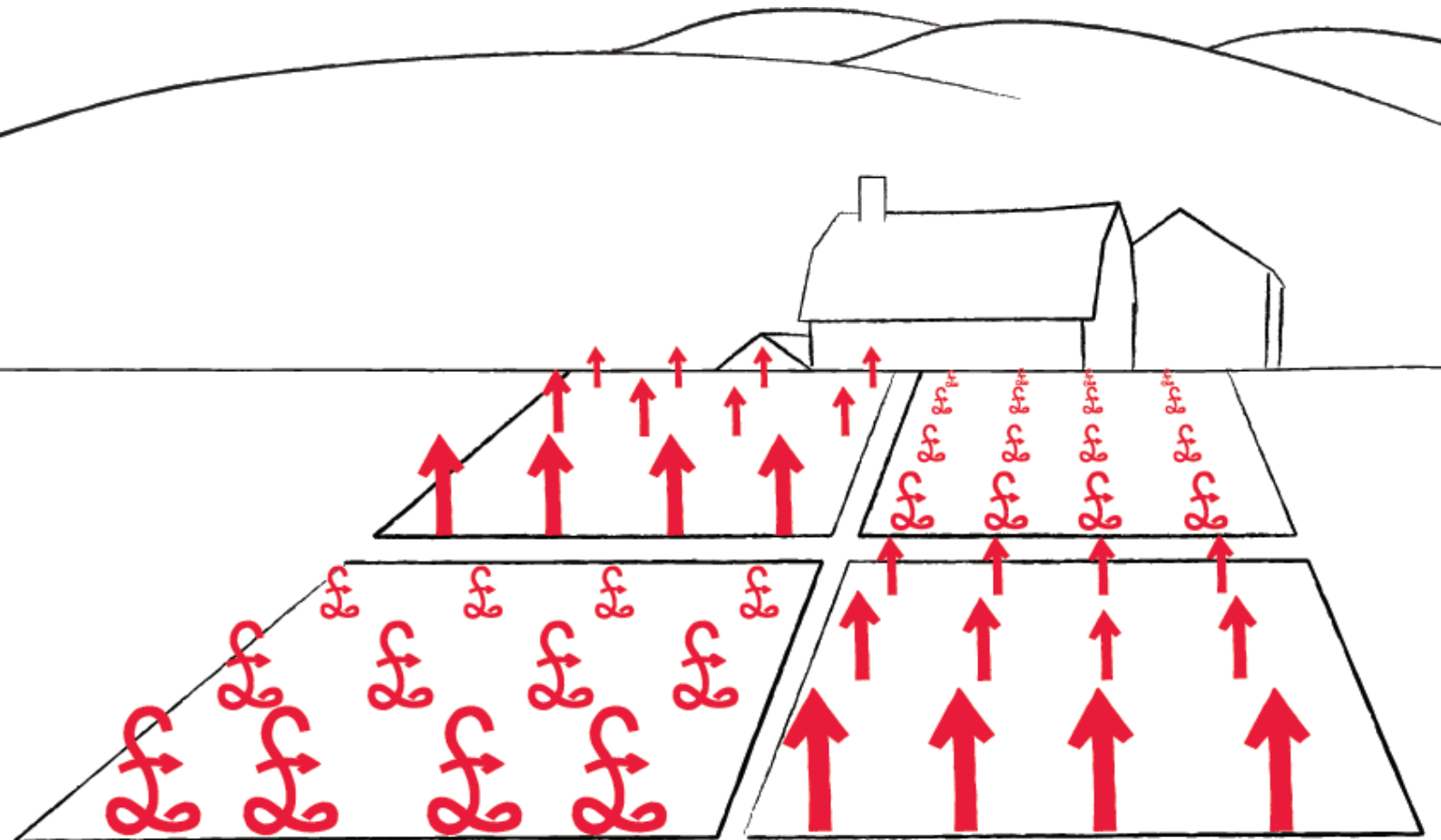


**Solutions
for Business**

Funded by
government

Rural Enterprise Grant

A guide to developing Rural Enterprises
in the West Midlands



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



**Advantage
West Midlands**

www.advantagewm.co.uk

Solutions for Business

Our purpose

Solutions for Business is the package of business support products and services, available from the Government, to help companies and individuals start, grow and succeed in business.

The package of support specifically targets areas of market failure and helps businesses with common problems such as starting and growing a business, innovation, finance, skills and the environment.

Our promise

Solutions for Business will help you meet the challenges of today and the opportunities of tomorrow. By targeting public money at real business issues, it will help companies create sustainable success.

Further information on this product

Rural Development Programme for England Business Support

This product offers support for businesses to access specific training and knowledge transfer, and grants for business development and expansion.

The product aims to build profitable, innovative and competitive farming, food and forestry sectors, that meet the needs of consumers and make a net positive contribution to the environment and to enhance opportunity in rural areas in a way that harnesses and builds upon environmental quality.

The Rural Development Programme for England Business Support is delivered in the West Midlands by the Regional Development Agency, Advantage West Midlands.

Our partners



Defra

Managing Authority for the Rural Development Programme for England 2007 - 2013

Herefordshire Council

Organisation responsible for the joint management of the Regional Enterprise Grant.

Accessed through



Business Support Gateway

Business Link is your gateway to information about Solutions for Business as well as business support available from the private and third sectors. Independent, experienced advisors will match your organisation to the best help available.

To find out more call Business Link on 0845 600 9006, or visit www.businesslink.gov.uk/solutions.

What can the Rural Enterprise Grant (REG) do for you?

The Rural Enterprise Grant (REG) is funded by the Rural Development Programme for England (RDPE) and is available to farmers and specific rural micro-businesses in the West Midlands.

REG is managed on behalf of Advantage West Midlands, the Regional Development Agency for the region, by Herefordshire Council.

Who can apply?

Funding is targeted at:

- farm businesses
and
- members of farming households
and
- new or existing businesses of less than 10 employees, known as micro-enterprises, whose turnover is equivalent to less than €2m and are located in eligible rural areas whose core and planned activities meet REG eligibility criteria.

- **Environmental Technologies:**

- Renewable Energy installations as part of a wider project
- Waste Recycling linked to supporting Land Based sector

- **Tourism:**

- Tourist attractions, recreation and facilities which add value to the “visitor experience”
- Improvements to existing tourism businesses to improve quality and provide facilities to extend the appeal of the business

- **Other Farm Diversification Activities that will be considered:**

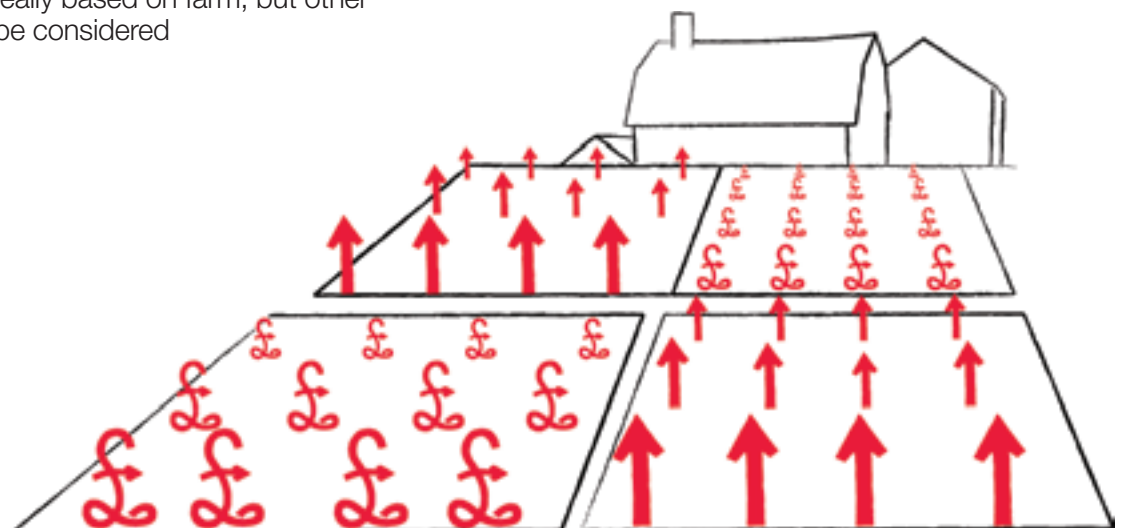
- On farm retailing
- Care-farming
- Educational activity
- Non food processing
- Office developments
- Manufacturing activity linked to agriculture

What will the REG fund?

The following activities are eligible for support under the REG programme:

1. Farmers/members of Farming Households:

- **Food And Drink Enterprise Development:**
 - Small scale processing and manufacturing activities
 - Supply chain equipment (processing, storage, specialised equipment/facilities)
 - Farm shops, ideally based on farm, but other locations may be considered



2. Micro-enterprises:

- **Food And Drink Enterprise Development:**
 - Small scale processing and manufacturing activities
 - Supply chain equipment (processing, storage, specialised equipment/facilities)
- **Environmental Technologies:**
 - Renewable energy installations as part of a wider project
 - Waste Recycling linked to supporting Land Based sector
 - Manufacture of renewables
- **Tourism:**
 - Rural tourist attractions, recreation and facilities which add value to the “visitor experience”
 - Improvements to existing tourism enterprises to improve quality and provide facilities to extend appeal of business
- **Other Activities**
 - Eligible activities which are based on farm and directly support the land-based /farming industry may be considered

How much can I apply for?

40% of eligible costs up to a maximum of £62,500. The remainder of the funding must be from non-public sources.

What isn't eligible?

The following activities will not be supported:

- Creation of tourism accommodation
- Speculative developments
- Purchase of livestock
- Investment in normal agricultural operations
- Vehicles
- Equine activities linked to riding schools and Livery

How do I apply?

If you think you are eligible:

- First contact the REG Management Team at Herefordshire Council to discuss your proposal and confirm that you, where you live and your project are eligible for funding.
- If you are eligible the REG Management Team will ask you to complete a Stage 1 Enquiry Form, which can be downloaded in Word or PDF format. You may also need to complete a State Aid declaration to let us know if you have received public funding over the last 3 years.
- If the details of your project meet the initial criteria and priorities of the scheme, the Scheme Manager will invite you to complete a full application.
- If you have not already done so, the REG Management Team will also put you in touch with Business Link West Midlands who will help you assess any need for training or business advice. Funding is conditional on this.

Key Contacts

If you want to discuss your ideas informally you can contact either:

REG Funding Contact:

If you want to discuss your ideas for REG funding you should first contact the following:

Dorothy Coleman

Tel: 01432 383616

E-mail: dmc@herefordshire.gov.uk

Caroline Cattle

Tel: 01432 260662

E-mail: ccattle@herefordshire.gov.uk

RDPE Programme:

For more information about the West Midlands RDPE programme please go to our website www.advantagewm.co.uk/working-with-us/rdpe/default.aspx or contact a member of the Advantage West Midlands RDPE team;

Tel: 0121 380 3500

E-mail: rdpeenquiries@advantagewm.co.uk

Rural Networks:

Staffordshire – Frances Beatty

Tel: 01785 255305

E-mail: info@staffordshireruralhub.org

Warwickshire – Carrie Robbins

Tel: 02476 858242

E-mail: carrie@rase.org.uk

Herefordshire – Cathy Meredith

Tel: 01432 870033

E-mail: meredithc@hct.ac.uk

Worcestershire – Valerie Breakwell

Tel: 01905 622272

E-mail: valerie.breakwell@wrh.org.uk

Shropshire – Victoria Jones

Tel: 01939 262106

E-mail: shropsruralhub@wnsc.ac.uk

Business Link West Midlands

Tel: 0845 113 1234

www.businesslinkwm.co.uk



www.advantagem.co.uk

For more information on the RDPE programme
contact us at rdpeenquires@advantagem.co.uk

www.advantagem.co.uk