

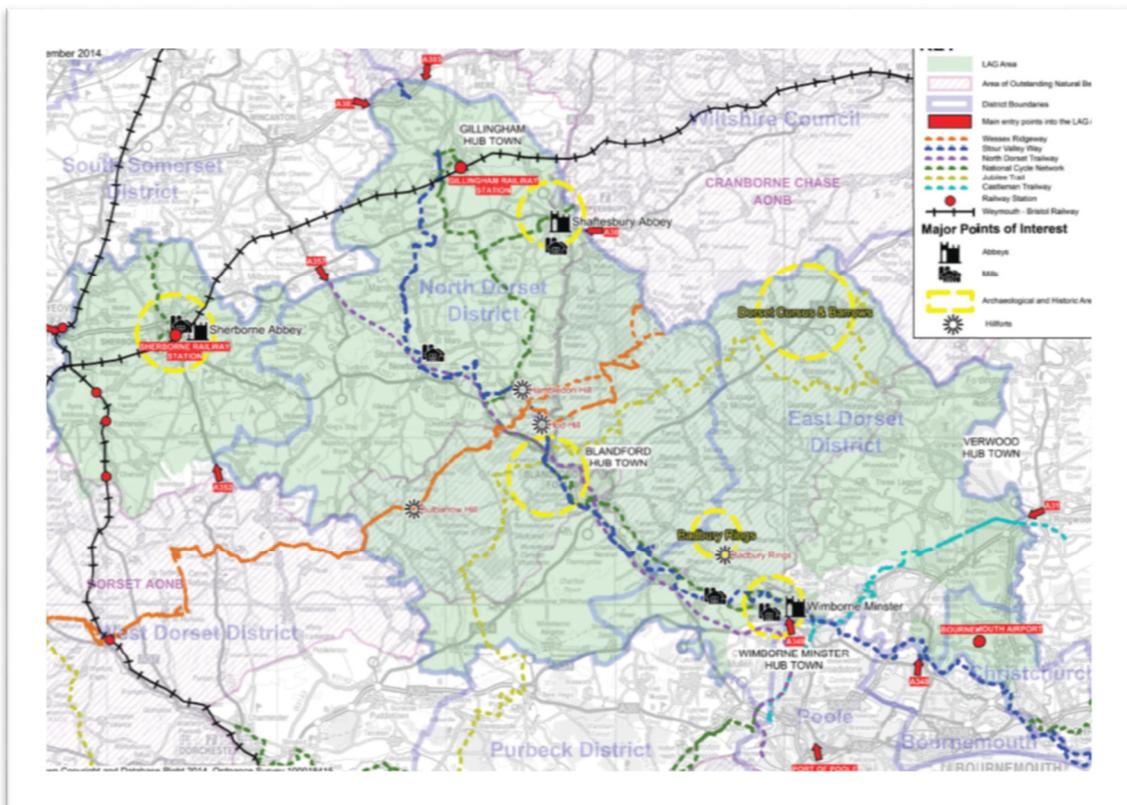


Northern Dorset

LOCAL ACTION GROUP

Call for Projects 2016

'Maps and Apps': a project to put the area on the map



Deadline for Outline Applications 23 February 2017

To discuss this call and for an Outline Application Form Contact the Dorset LEADER Programme Team 01305 225525 or email dorsetleader@dorsetcc.gov.uk and state you are applying for call: 'Maps and Apps'

Northern Dorset Local Action Group

Calls for Projects 2016:

The Local Action Group is open to receive, at any time, applications for grants within the scope of its Local Development Strategy. The LAG decides which projects should receive grant funding by assessing each application.

The Local Action Group has also identified an area for specific support in its strategy and welcomes applications for a project which will help it meet this objective; to support the rural tourism economy.

This Call for Projects provides an outline of why we are launching it and what we expect from potential proposers. The LAG will use these criteria to assess each application.

We warmly hope that this Call will stimulate communities, voluntary organisations and enterprises – acting alone or together with others – to bring forward imaginative proposals to create, extend or improve community tourism in order to serve the well-being of visitors and residents in the rural areas of northern Dorset.

Applications are considered within two stages:

- Outline Application; this is not a grant application but will be used to assess your project proposal and invite you to
- Full Application

Timescale

The deadline for Outline Applications is: *23 February 2017*. The decision making meeting will be held on *6 April 2017*. This is a competitive process and applications will be considered by the LAG against each other.

The project doesn't have to be fully worked up at this stage. If invited to make a full application you will be allocated a project sponsor to help you develop the project further, with a deadline for submission of *25 May 2017*.

If that application is complete then it could be approved at a decision making meeting on the *13 July 2017*. Your project could start *August 2017* and should be completed by *30 September 2018*.

Check the area covered by the Local Action Group at: [Map of the LAG Area](#)

The Project: 'Maps & Apps' : a project to put the area on the map

We are calling for an innovative project to create a digital platform for community based tourism. The project should identify and help to increase awareness of hard to reach areas and result in increased employment opportunities across the sector, increased visitor numbers, length of stay and spend.

High quality built and natural environments, successful cultural events and venues, and a strong local food and drink sector are just some of the reasons why the area is popular with resident and visitors alike. But residents feel that many of the county's tourism resources are directed towards the coast leaving much of the inland area to be under visited, unknown and hidden from view.

The content of your proposed digital platform could be focussed, in the first instance, upon a particular theme or subject appropriate to the area's special character, heritage and

rurality. It must be sustainable and pro-active; able to be kept relevant and up to date with all the usual safeguards. You should work with local commercial and community organisations and be able to connect users with the information they need before, during and after visiting the area.

The funding is available for the design, development and launch of the project. This could include developing new or using existing software, data and location services; developing relationships and content; links to other providers; and promotion and marketing. Your application should demonstrate how you plan to ensure its sustainability and growth or expansion to other themes, over a five year period, particularly how you plan to ensure currency and adaptation to changes in technology alongside continuing engagement from the community and businesses.

Outputs and Outcomes

The project should lead to the creation of a sustainable digital platform for tourism in the Northern Dorset LAG area.

The proposal should show how the project will contribute to the LDS objective to create 8 jobs in the tourism sector, and increase the number of overnight stays in the Local Action Group Area.

The project should also:

- benefit and involve a wide range of community, public and commercial tourism sector providers as well as the wider rural economy. In your application you should demonstrate how you will measure and show this.
- be exemplary and replicable in other areas and by other communities. In your application you should consider how you will promote your project and support other organisations in learning from your experience.

NB. The following information should be read in conjunction with the Applicant Handbook.

Who can apply:

- new or existing micro or small businesses (this includes farm businesses diversifying into tourism activities);
- community groups;
- a group of rural tourist businesses working together to develop groups of activity;
- local authorities;
- public-private partnerships;
- Non-Governmental Organisations (NGOs);
- organisations in charge of tourist and recreational development, for example a destination organisation (that is, an organisation whose role is to promote tourism in a particular location or area).

Funding Available and grant limits

Up to £40,000 is available for this project.

The maximum grant rate and amounts will depend on whether or not the project is a commercial project which aims to generate an operating surplus, regardless of the type of applicant organisation. Grants limits are:

- up to 40% of the eligible project costs for commercial tourism projects and awarded under de-minimis state aid rules.

- up to 80% for non-profit making projects that have a benefit in terms of value added to the wider local tourist economy, (for example events and festivals) and where there is some income to offset costs.
- up to 100% for projects that have a benefit in terms of value added to the wider local tourist economy where there is no income, such as paths, cycle paths, signage and interpretation boards for paths and trails, visitor information centres.

State aid rules

*[De minimis state aid regulations](#) mean that a maximum of €200,000 (currently around £145,000) of Public Funds is available to any one undertaking in any rolling period of 3 financial years. If an applicant has had other public funding this may count towards the de minimis aid amount and reduce the amount of money they can apply for from LEADER. Please note that Basic Payment Scheme and Countryside Stewardship payments do NOT count towards the de minimis limit. Please also note that any de minimis state aid received by linked businesses may also count towards the de minimis amount.

Costs could include:

- the purchase or hire purchase of new and second hand machinery and equipment (please see further guidance on hire purchase and second-hand equipment in the Applicants Handbook);
- general costs such as architect, engineer and consultation fees (restricted to a maximum of 15% of total project costs);
- marketing and promotion (excluding printing) where these are part of a larger project;
- capital costs involved in supporting events and festivals (for example equipment hire, marquee hire, marketing development costs);
- intangible investments including, acquisition or development of computer software and acquisition of patents, licences, copyrights, trademarks;

This project could include short term salaries associated with project development and associated indirect staff costs. If you wish to include staff costs please speak to us.

Restrictions apply to staff costs as follows:

- *Salary costs will be restricted to the minimum time necessary in order to establish the project or until the activity can be self-sustaining. This will be determined through the LAG Appraisal process and also through discussion with the Rural Payments Agency.*
- *Associated indirect staff costs such as rent, overheads would be eligible and could use the simplified costs option of up to 15% flat rate applied to “**direct**”¹ salary costs to calculate the “**indirect**”² **staff costs***
- *Revenue funded projects must still contribute to the LDS and the LEADER priority of rural jobs and growth*
- *Revenue funding as part of a project proposal should seek to address market failure in rural economies. This is part of the full application appraisal in the ‘need for public funds section’.*
- *Revenue funded posts in LEADER projects are not recorded as outputs themselves, even if the post continues after the funded period. Outputs can only be generated from a successfully delivered project.*

¹ Direct costs are those costs which are directly related to an individual activity of the entity, where the link with this individual activity can be demonstrated (for instance through direct time registration).

² Indirect costs are usually costs which are not or cannot be connected directly to an individual activity of the entity in question. Such costs would include administrative expenses, for which it is difficult to determine precisely the amount attributable to a specific activity (typical administrative/staff expenditure, such as: management costs, recruitment expenses, costs for the accountant or the cleaner, etc.; telephone, water or electricity expenses.)

- *Revenue funding should be used to support multiple beneficiaries such as enabling collaborative action on a thematic basis in a given geographical area*
- *Revenue funding should only be used for a time-limited period until the initiatives it supports are either complete or self-sufficient.*
- *Revenue funding must not displace existing activity / work such as funding salaries for the provision of a service which is already commercially available.)*

What isn't covered

See Applicants Handbook for more information