

**Solutions
for Business**

Funded by
government

Funding for rural projects

How the LEADER programme can help



Measure 331:
Training in business
and traditional rural
skills



WEST MIDLANDS
**RURAL
DEVELOPMENT
PROGRAMME**



The LEADER programme...

...what is it?

It's money from Europe that can help to fund certain types of projects and initiatives that benefit rural areas and communities. The Worcestershire Local Action Group, which is made up of representatives from local community groups and relevant organisations, has been set up to oversee the programme.

...what kind of things can it pay for?

The projects have to be in particular parts of Worcestershire (see the back page) and be able to contribute to at least one measure and at least one priority identified by the Worcestershire Local Action Group. The measures are:

- 321: Setting up or improving basic services in rural communities.**
- 322: Improving village environments and the provision of community areas.**
- 323: Conserving and enhancing traditional buildings and landscape.**
- 331: Training in business, ICT and traditional rural skills, and diversification from agriculture.**

This leaflet is about Measure 331. There is a separate leaflet for each measure.

The priorities identified by the Worcestershire Local Action Group are:

- 1. Increasing the ability of the rural population to fully engage in their communities.**
- 2. Improving access to facilities for the most isolated rural communities.**
- 3. Enhancing social inclusion through recreational opportunities with a specific emphasis on young people.**
- 4. Protecting and realising the full potential of the natural and built environment.**

...who can run a project?

Social enterprises, charities, formally constituted groups and businesses can apply for funding.

Measure 331

Training in business, ICT and traditional rural skills, and diversification from agriculture.

...what does it mean?

Projects should seek to develop innovative ways to develop and enhance the skills of members of rural communities to enable them to contribute more effectively to the local economy.

Some examples of projects that could contribute include:

- **Training in ICT skills**
- **Training, coaching and mentoring in business skills**
- **Training in traditional rural skills**
- **Diversification away from agriculture, eg. to rural tourism.**

If your organisation could make a difference in this area, we want to hear from you.

...how much can I apply for?

Each project can apply for up to £75,000 over the lifetime of the LEADER programme. You should try to secure some match-funding where possible.

...how can I apply?

Please contact Elspeth Fry, LEADER Project Manager, on 07540 672066 or at efry@worcestershire.gov.uk for an informal chat about your project idea.

You will also find useful information and an Expression of Interest form at www.worcestershire.gov.uk/leader

We're looking forward to hearing from you.

The LEADER programme...

...which areas and communities can projects support?

LEADER-funded projects can support communities in the following areas (listed as district council wards):

WYCHAVON	Pinvin	Powick
Bowbrook	South Bredon Hill	Ripple
Bredon	The Littletons	Teme Valley
Bretforton & Offenham	Upton Snodsbury	Tenbury
Broadway & Wickhamford	Badsey	Upton & Hanley
Dodderhill	Drakes Broughton	Woodbury
Eckington	Norton & Whittington	Broadheath
Elmley Castle & Sommerville	Pershore	WYRE FOREST
Fladbury	MALVERN HILLS	Blakedown & Chaddesley
Hartlebury	Hallow	Rock
Harvington & Norton	Kempsey	Wolverley
Honeybourne & Pebworth	Lindridge	Bewdley & Arley
Inkberrow	Longdon	Cookley
Lovett & North Claines	Martley	Wribbenhall
Ombersley	Morton	

The overall objective for the Worcestershire LEADER programme is to...

"By 2013, create vibrant, inclusive and connected local communities delivering innovative and sustainable solutions to social and environmental challenges that enhance individual and community well-being."

Get in touch

Please contact Elspeth Fry,
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This document can be made available in other languages (including British Sign Language) and alternative formats (including large print, digital audio files or Braille) on request from Aimee Davis on telephone number **01905 622387** or by emailing adavis1@worcestershire.gov.uk