



WEST MIDLANDS
**RURAL
DEVELOPMENT
PROGRAMME**



www.advantagewm.co.uk



www.worcestershire.gov.uk



LEADER Background

- ‘Liaison Entre Actions de Développement de l'Économie Rurale’
- Part of Rural Development Programme for England (RDPE) 2007-2013
- Funded by the European Agriculture Fund for Rural Development (EAFRD) and the exchequer
- Regionally managed by Advantage West Midlands (AWM)
- Worcestershire County Council – Accountable Body
- Local Action Group (LAG) – decision making body

Funding Programme

- From April 2007 – March 2013
- Regionally awarded £53 million
- Worcestershire awarded £1.5m

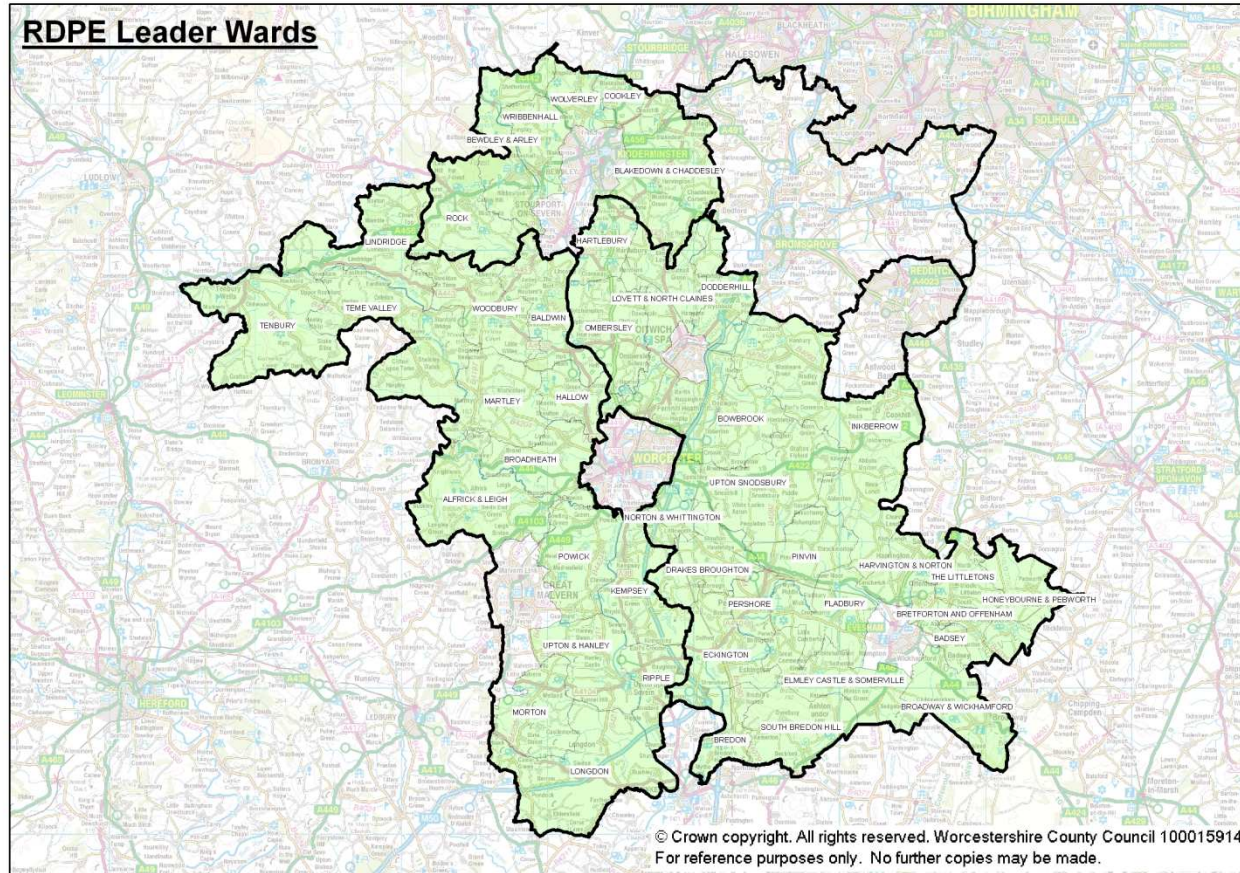
LEADER Measures

MEASURE	2009/13
321 – Basic Services for the rural population and economy	£498k
322 – Village renewal and development	£416k
323 – Conservation and upgrading of the rural heritage	£188k
331 – Training and information (in agriculture, IT etc)	£70k
421 – <i>Implementing co-operation projects with national and international partners</i>	£30k
431 – <i>Running the project and Local Action Group</i>	£298k
Total	£1.5m

Explanation of Measures

- **Measure 321:** Setting up or improving basic services in rural communities
- **Measure 322:** Improving village environments and provision of community areas
- **Measure 323:** Conserving and enhancing traditional buildings and landscape
- **Measure 331:** Training and information

Eligibility in Worcestershire



Application Information

- Expression of Interest
- Up to £75k over 3 years per project
- Match funding of 25% (30% for measure 331)
- Community-led

For more information

Elsbeth Fry

LEADER Project Manager

07540 672066

01905 622390

efry@worcestershire.gov.uk

www.worcestershire.gov.uk/leader