

rural enterprise grant

A guide to rural enterprising in the West Midlands



Dorothy Coleman, Rural Enterprise Grant Scheme Manager, Herefordshire Council

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

The Rural Enterprise Grant (REG) can fund small scale diversification and business development projects for the benefit of rural businesses. The Rural Enterprise Grant is funded under the Rural Development Programme for England (RDPE) and is available to farmers and specific rural micro-businesses in the West Midlands region. The regional RDPE programme is managed by Advantage West Midlands, the Regional Development Agency for the West Midlands Region; The Rural Enterprise Grant (REG) is being administered by Herefordshire Council.

Who can apply?

Funding is targeted at:-

- farm businesses

Or

- members of farming households

Or

- Micro-Enterprises: new or existing businesses of less than 10 employees whose turnover is equivalent to less than €2m

[located in eligible rural areas/whose core and planned activities are based on food and drink, Environmental Technologies or Tourism]

Cover Image: [Rural Enterprise Grant](#) scheme Manager Dorothy Coleman (pictured) is part of the team at Herefordshire Council responsible for administering the grant within the region on behalf of Advantage West Midlands.

What will the REG grant fund?

Funds are available for eligible applicants for investments in Environmental Technologies, Food and Drink and Tourism related activities.

Eligible Activities:-

Food and Drink Diversification and Enterprise Development:

- Small scale processing and manufacturing activities (e.g. Meat cutting plant, small dairy processing unit)
- Supply chain equipment (processing, storage, specialised equipment/facilities)
- Retailing of locally produced food and drink via a farmshop (farmers only)

Support for Environmental Technologies:

- Bioenergy installations and recycling/waste equipment
- Renewable energy installations

Tourism Improvements:

- Rural tourist attractions, recreation and facilities which add value to the "visitor experience" (e.g. car-parking, signage, toilet and washing facilities)
- Farming enterprises can diversify into a range of leisure / tourism activities such as Equine concerns
- Improvements to existing Tourism enterprises to improve quality and provide facilities to extend appeal of business

Livestock Programme

- A Livestock grant relating to animal Health and Welfare and a Nutrient Management programme will be available to farmers at a future date

How much can I apply for?

- 40% of eligible grant up to a maximum of £62,500. The remainder of the funding must be from the private sector

What can't I apply for?

The following activities will not be eligible for REG funding:

- Creation of new tourism accommodation
- Retail apart from 'on farm' farm shops
- Speculative developments
- Purchase of livestock
- Investment in normal agricultural operations
- Vehicles

How do I apply?

If you think you are eligible:

- First contact the REG Scheme Manager at Herefordshire Council to discuss your proposal and confirm that you, where you live and your project, may be eligible for funding
- If it looks as if you are eligible the Scheme Manager 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 Scheme Manager 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

Where can I find out more?

For more information select from the contact details below:

REG Funding Contact:

If you want to discuss your ideas for REG funding you should first contact Herefordshire Council:

Name	Sector	Contact details
Dorothy Coleman REG Project Manager	Rural Enterprise Grant	dmc@herefordshire.gov.uk 01432 383616
Caroline Cattle REG Project Manager	Rural Enterprise Grant	ccattle@herefordshire.gov.uk 01432 260662

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 the member of the Advantage West Midlands RDPE team relevant to your area of interest:

Name	Sector	Contact details
Richard Hillier European Programmes Team Leader		richardhillier@advantagewm.co.uk 0121 503 3386
Jamie Inglis RDPE Manager	Livestock; Environmental Technologies	jamieinglis@advantagewm.co.uk 07824 542559
Bob Gregson RDPE Manager	Food & Drink	bobgregson@advantagewm.co.uk 07887 508490
Jo Jury RDPE Manager	Tourism	jojury@advantagewm.co.uk 0789 4621066
Ian Edwards Head of Rural Partnerships	Community (LEADER funding)	ianedwards@advantagewm.co.uk For queries about the LEADER approach – specific project ideas should be directed to your Local Authority 07917 810469

Rural Networks:

For more information about rural support in your county contact your Local Rural Hub:

Name	Hub	Contact details
Cathy Meredith Co-ordinator	Herefordshire Rural Hub	meredithc@hct.ac.uk 01432 870033 07970 181628
Victoria Jones Co-ordinator	Shropshire Rural Hub	shropsruralhub@wnsc.ac.uk 01939 262106 07967 438516
Frances Beatty Co-ordinator	Staffordshire Rural Hub	Frances.beatty@gmail.com 01889 508784 07877 896466
Carrie Robbins Co-ordinator	Warwickshire Rural Hub	carrie@rase.org.uk 02476 858242
Pauline Yardley Co-ordinator	Worcestershire Rural Hub	pyardley@vcoll.ac.uk 01905 622940 079809 17339

Business Advice:

For rural business advice and training opportunities contact:

Business Link West Midlands

Please contact:
0845 113 1234
www.businesslinkwm.co.uk



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Please contact the Communications Team on 0121 380 3500.