

How to get help and more information

The Programme Team can help you work out if your project or business idea is eligible for funding, and may be able to help you develop your idea further.

Contact **Making it Local**

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Where the funding comes from

Funding comes from the Local Action part of the Rural Development Programme for England (RDPE), through the South West Regional Development Agency. Decisions are made locally by a Local Action Group which has community, business and local authority membership.

The **Making it Local** Team are employed by Devon County Council and are based in the area within the two Area of Outstanding Natural Beauty offices.

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

Oct 09/V10



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Funding for rural business and communities

Making it Local is a five year, locally managed grants scheme in the **Blackdown Hills and East Devon** area. It runs from summer 2009 to the end of 2013. It aims to use the outstanding landscapes and local skills as a springboard for healthy and lasting development.



Blackdown Hills AONB

Making it Local is based with the Blackdown Hills AONB and East Devon AONB



East Devon
Area of Outstanding Natural Beauty

This area is outstandingly beautiful, incredibly diverse and rich with the traditions of rural life. We want it to flourish now and to develop in ways that future generations will appreciate.

Making it Local wants to fund projects that will make the most of the area, will be sensitive to nature and to the people who live and work here. Although the funding only lasts for 5 years, we are taking the long term view. When it finishes we want people to be more connected with the landscapes in which they live and work.

The three funding topics

- A. Raise business performance and local employment.**
- B. Support Communities and Connections.**
- C. Make the most of local resources.**

Organisations eligible for funding

Funding is available for different kinds of business and organisations, including private businesses, farm households and sole traders, social enterprises, Parish and Town Councils, voluntary groups, local community groups, charities and constituted groups.

The area covered

East Devon Area of Outstanding Natural Beauty (AONB) and the Blackdown Hills AONB, and the main towns of Wellington, Chard, Axminster, Ottery St Mary, Seaton, Honiton, and Sidmouth as well as those smaller towns within the AONBs. Projects must benefit some or all of the area. For a full list of parishes please check the website or get in touch.

How much funding projects can apply for

Available from April 2009: Large Grants – from £5,000 to £100,000 for projects that may last up to three years and will have a significant impact on the area. Available from late summer 2009: Small Grants – up to £10,000 for projects that last up to one year. Grants will depend on the kind of organisation and the project, as we have to fit applicants with the 'RDPE measures'. Private business will usually be able to apply for 30-50% and non-private sector (e.g. community, social enterprise) for 30-70%. Funding can be for capital and revenue costs.

Application Process

All projects need to complete an **Initial Project Outline** form, available on the website or from us.

Activities that can be funded

Each of the three funding topics has three kinds of activity that can be funded. Projects will need to fit at least one activity shown here, but may fit more than one. Ideas given here are only a starting point.

A. Raise business performance and local employment.

For projects that support micro and small businesses, to make them more ambitious and productive, to create more sustainable jobs and to make the most of markets for local products and services.

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| 1. Help people to develop their enterprise, their business skills and leadership abilities | Mostly for individual micro or small businesses, and those that support them, for training, feasibilities, marketing, start-up costs and to do what is needed help them to develop. |
| 2. Develop and improve the markets for local products and services | For individual micro or small business, social enterprises and other groups doing things like an arts gallery for local arts, websites that attract people to buy local products or expanding farmers markets |
| 3. Build local knowledge and aspiration through exemplar sustainability projects | For individual micro or small business, social enterprises and other groups creating exciting, high profile ventures like eco-tourism, energy generation or community food growing. |

B. Support Communities and Connections

For projects that help communities and businesses to be more resilient and sustainable by developing strong local connections, essential community services and community held assets.

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| 1. Increase joint working and cooperation between and within communities, businesses and other groups | To develop collaborative projects like group woodland management, food co-operatives or using social networking to make local links. |
| 2. Develop and improve sustainable rural services | To do things like run village hubs, develop local allotments or create new transport solutions. |
| 3. Collaborate on the development and use of renewable energies | For business and organisations to work together on things like useable methane from food waste, wood fuel or cost effective community generated power. |

C. Make the most of local resources

For projects which strengthen the local economy through sensitive and sustainable use of the landscape and natural resources, and that work with local culture and built heritage.

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| 1. Increase sustainable tourism, recreation and access | To develop projects like all ability trails, parish footpaths or forest-based recreation. |
| 2. Encourage new and sustainable use of existing natural resources | To make things like new wood or food products, fibre-product development or land-based activities. |
| 3. Make the most of the local environment as a product particularly through cultural, arts and heritage activities | To run cultural events like arts festivals, to use the landscape as a brand or restore landscape features. |