

# RDPE Leader in Kent



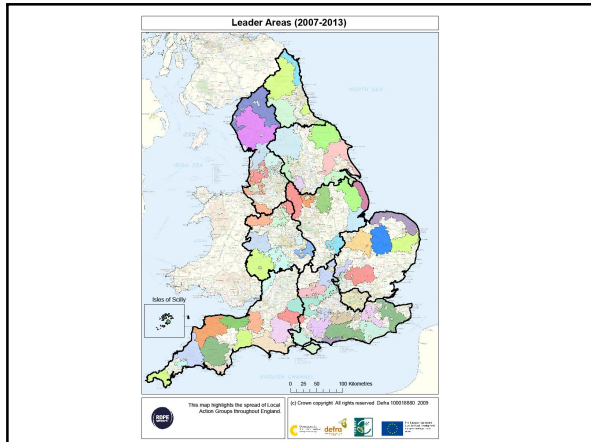
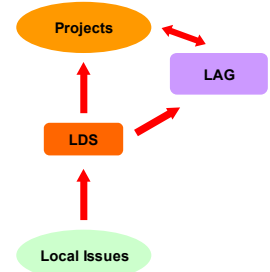
Funding for rural businesses and communities



## What is the RDPE Leader Programme?

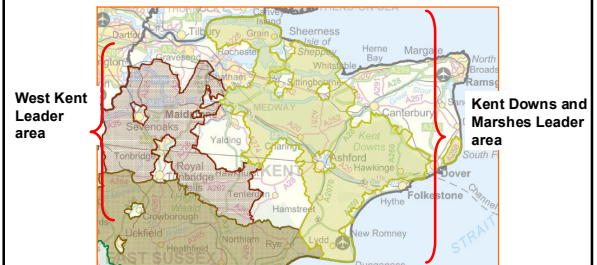
The RDPE Leader Programme is a European Union rural funding approach, with grant money available from late 2008-2013.

- 'Delivery mechanism' for distributing funds under the new Rural Development Programme for England.
- Allows harnessing of local knowledge which enables a 'bottom up' approach to rural funding.
- Locally tailored solutions to locally identified issues
- Area and population based catchments – maximum of 150,000 residents per Leader area
- Funding decisions and priorities decided by local groups (Local Action Group- LAG)
- Identified objectives and priorities set out in the Local Development Strategy (LDS)
- Projects funded to meet the objectives and priorities of the LDS
- Farmers, foresters, growers, businesses and community projects are eligible for funding



## Where is Leader in Kent?

Kent has two leader areas, Kent Downs and Marshes and West Kent, covering a total of more than 283,000 rural residents, and with a combined project budget of almost £3.5m



## Kent Downs and Marshes Leader

The Kent Downs and Marshes, covers a broad rural area across the middle of Kent

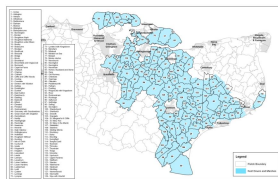
- The total population in the area is around 149, 300 people
- The total available project spend is £1.8m
- The programme launched in January 2009

In the Kent Downs and Marshes area funding is designed to:-

- 1 - Add value to local products (with particular focus on the land-based sector)
- 2 - Foster sustainable rural tourism (building on the unique landscape-asset base of the area)
- 3 - Assist rural communities (including businesses) in managing change.

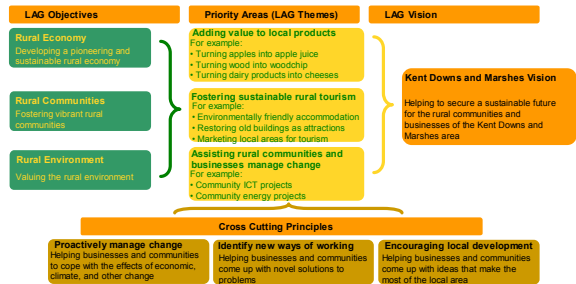
- To-date 30 projects have been approved, with a total spend of around £625k
- The programme is managed by an 9 member LAG Executive, with KCC as the accountable body

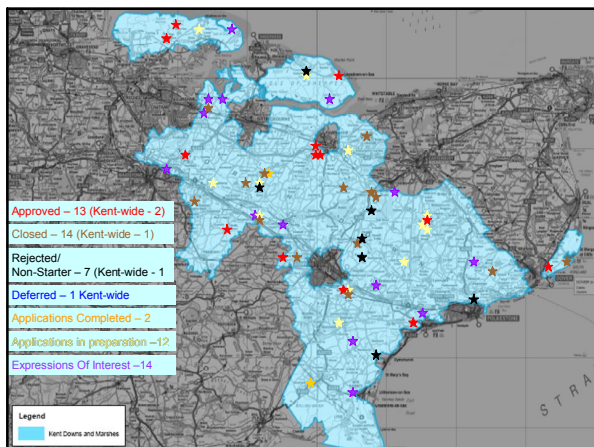
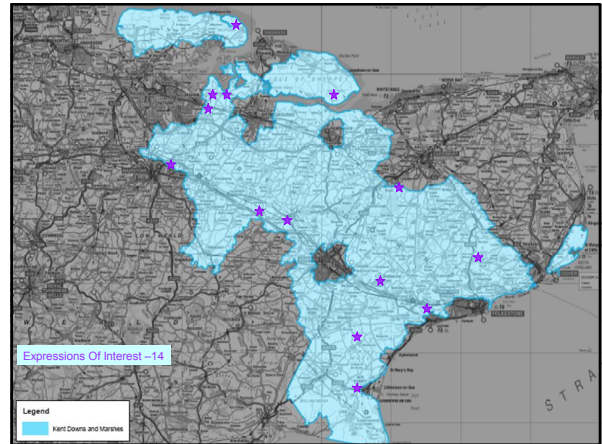
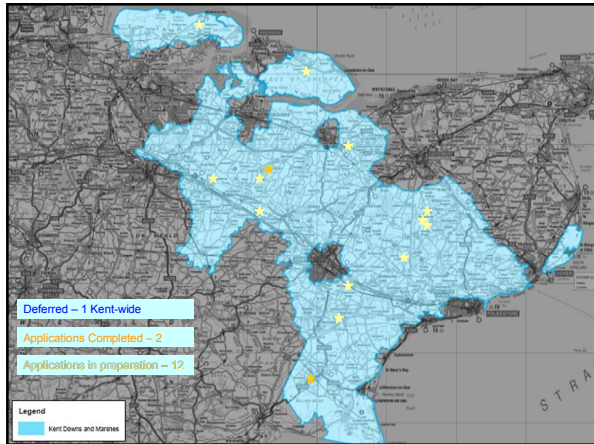
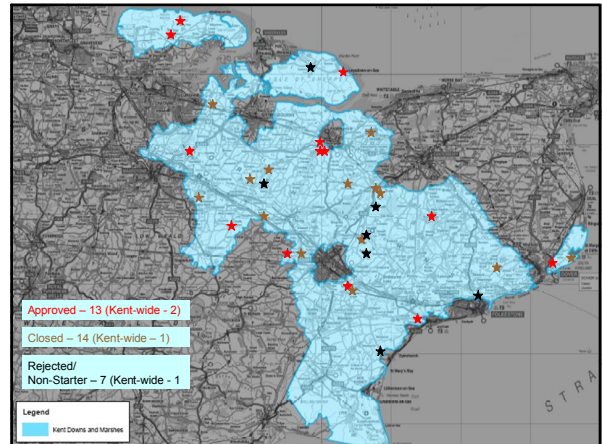
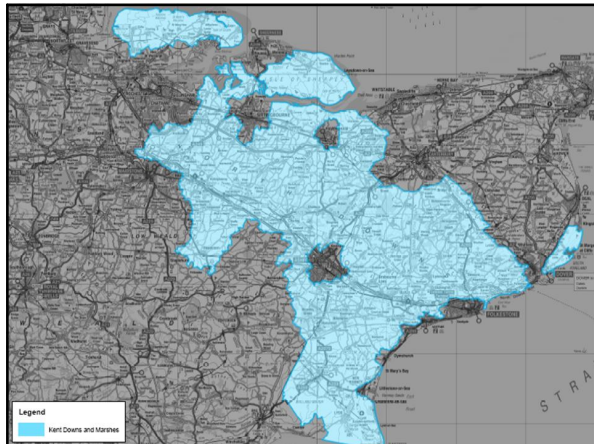
Information about applying can be found at: <http://www.kenturallnetwork.org.uk/leader>



## Kent Downs and Marshes Leader

The Kent Downs and Marshes LDS sets out a clear vision for the area.





### West Kent Leader

The West Kent programme covers the three local authority areas of Sevenoaks, Tonbridge and Tunbridge Wells, and areas of Gravesham and Medway, covered by the Kent Downs AONB

- The total population in the area is around 134,000 people
- The total available project spend is £1.6m
- The programme launched in Dec 2008
- To date 36 number of projects have been approved, with a total spend of £725,000
- The West Kent programme is steered by the West Kent Partnership, with Sevenoaks as accountable body.
- Information about applying can be found at: [www.westkentleader.org.uk](http://www.westkentleader.org.uk)

**West Kent Partnership**  
working together to tackle key issues

## West Kent Leader

### West Kent Leader – Key Principle

- West Kent Leader has a key overarching principle –
- ‘to promote sustainable business growth within the land based and rural economies within the area’***
- It is hoped that this key principle will be realised by making investments that will improve the long term viability of businesses and reduce their reliance on future support funding.
- West Kent Leader aims to help add value and ensure & enhance sustainable development.

### West Kent Leader – Key Objectives

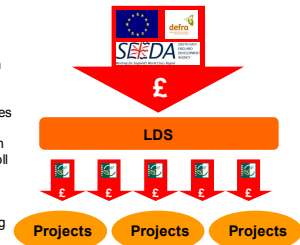
- Improve competitiveness and financial sustainability of west Kent’s farming & forestry sectors.
- Encourage innovation and diversification in West Kent’s land based sector.
- Promote entrepreneurship in rural West Kent
- Encourage the development of rural-tourism based businesses
- Address pockets of deprivation and encourage vibrant rural communities
- Ensure best practice in land management and promote sustainable development

[www.westkentleader.org.uk](http://www.westkentleader.org.uk)

## How does Leader work?

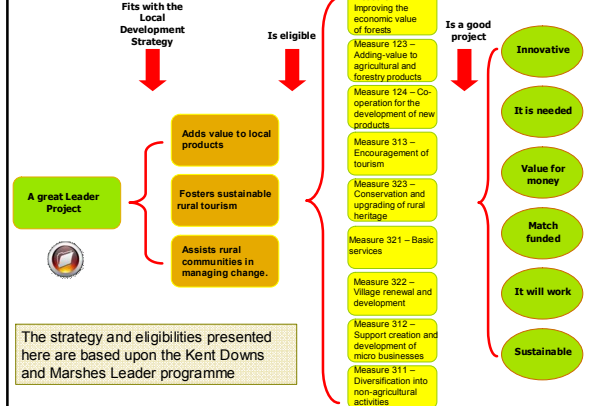
Applicants can apply for up to £50,000 of funding for projects located in Leader areas.

- Leader funding is divided into a range of ‘measures’ (pots of money), designed to fulfil specific needs.
- Which measures are available depends upon the aims of each LAG’s LDS
- Projects have to fit in to one of these measures
- All projects will require some degree of match funding and applicants must be able to bank roll projects.



- The percentage of funding that Leader can provide, the ‘intervention rate’, varies according to the measure, and ranges from 40% up to 100% (in exceptional circumstances)

## What makes a good Leader project?



## TESTIMONIALS

**S W Doughty Family Butchers – Extension & refurbishment of meat packing and processing facilities.**

“We are very grateful for the help we have received from Richard Hall and his colleagues in obtaining a Leader grant for the development of our retail butchers and slaughterhouse. In addition to Richard we are also indebted to Stephanie of Produced in Kent for her invaluable advice, help and encouragement”

**The Farriers Arms – Micro-brewery**

“May The Farriers take this opportunity to thank the LEADER group for the award of the grant and it’s faith in our determination and ability to carry-through the project. In particular, the brewery team would also thank Richard and yourself for your early guidance with the application forms, your obvious recommendation for the grant to be awarded and for all the subsequent work that was involved to allow us to fulfil the several requirements, as these requirements arose. Not least has been your tolerance and understanding when we have suffered difficulties in matters such as getting written quotes from reluctant contractors.

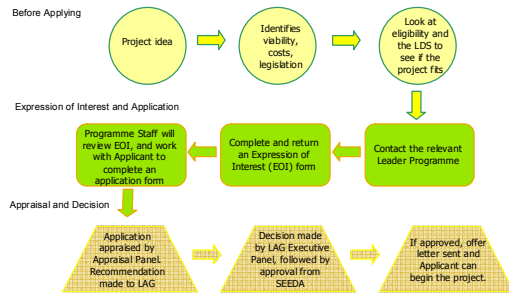
Thank you once again and we look forward to seeing you in a few weeks time to sample the beer!”

**Wheelwrights Cottage**

“Again our sincere thanks for all your support for this project. It could not have been completed without the support of RDPE, yourself, Huw and your colleagues.”

## How does Leader work?

Applicants can apply for up to £50,000 of funding for projects located in Leader areas.



[www.kentruralnetwork.org.uk/leader](http://www.kentruralnetwork.org.uk/leader)

## Key Considerations

When applying for Leader funding, there are a range of factors the applicant should consider:

**Programme rules –**  
• Leader funding is paid retrospectively, Leader can not provide up-front funding.

- Applicants must be able to prove they can cover up-front costs.

- Applicants must be able to prove they have match funding.

- Applicants must ensure all licenses, permissions, consents etc are in place prior to applying.

- Applicants must be able to prove that leader funding is needed and that the project will not happen otherwise.

**The project itself –**

- Is it viable?
- Is it eligible?
- Does it fit the vision?
- Is it needed?
- Will it work?
- Is it sustainable?
- Does it offer good value for money?

• Leader is a competitive programme and there are no guarantees of funding.

• Projects must be in, or benefit, an eligible Leader area.

• Requested grant amounts must not exceed £50,000 and fit the eligible intervention rate.

**Contacts**

**Kent Downs and Marshes Leader Programme**



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**West Kent Leader Programme**



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