

measure	title	objective	eligible beneficiaries	eligible activities	eligible costs	Aid intensity
311	Diversification into non-agricultural activities	The objective of this measure is to support farm business restructuring through the development of diversified activities that provide alternative income sources	Support under this measure will only be available to members of a farm household	While a definitive list of diversification activities cannot be provided, domains that might be supported could include: Retailing, manufacturing or service industries, including self-made products, recreation, equestrian and creative industries; • Environmental technologies and services, including the traditional trades required to maintain and enhance the landscape • Renewable energy, including storage/supply of woodfuel	Support will be provided through: • Grant aid towards the costs of capital investment • Start-up revenue costs • Market research and feasibility studies • Marketing support, product development, branding and design costs • Technical skills acquisition, coaching and mentoring support • Bespoke training intrinsic to individual project applications • Technical support to help new businesses become established and to help existing businesses to consolidate and expand.	up to 50% depending on the extent of commercial return and limits imposed by the de minimis rules.
312	Support for the creation and development of micro-enterprises	Support for the creation and development of micro-enterprises with a view to promoting entrepreneurship and creating employment opportunities. Given the high proportion of microenterprises among rural businesses, a key objective of the measure will be support for achieving the growth aspirations of small rural businesses.	Eligible beneficiaries under this measure are: • Micro-enterprises as defined in the Commission Recommendation 2003/361/EC3 • Existing micro-enterprises or persons wishing to set up a new micro-enterprise	This measure will provide support to existing micro-enterprises or to persons wishing to set up a new micro-enterprise. While a definitive list of such activities cannot be provided, activities that might be supported include: • Retailing, manufacturing or service industries, including self-made products, recreation, equestrian and creative industries • Environmental technologies and services, including the traditional trades required to maintain and enhance the landscape • Renewable energy (planting support and forestry processing activity eligible under other measures will not be eligible under this measure)	The following costs will be eligible for support under this measure: Grant aid towards the costs of capital investment • Start-up revenue costs • Market research and feasibility studies • Marketing support, product development, branding and design costs • Technical skills acquisition, coaching and mentoring support • Bespoke training intrinsic to individual project applications • Technical support to help new businesses become established and to help existing businesses and social enterprises to consolidate and expand.	up to 50% depending on the extent of commercial return and limits imposed by the de minimis rules.
313	Encouragement of tourism activities	To use the natural and cultural resources in England's rural areas to attract visitors and create new employment opportunities through the development of the tourism sector of the rural economy. To make rural tourism businesses more sustainable through collaboration, resource efficiency (including the management of visitor impacts) and effective use of ICT.	This measure will provide support to existing tourism enterprises located in, and tourism related organisations operating in, rural areas, and to persons wishing to set up new rural tourism enterprises	Support under this measure will be targeted primarily towards the development and marketing of tourism services relating to rural tourism, for example: • Small-scale infrastructure such as information centres and the signposting and interpretation of tourist sites • Recreational infrastructure such as that offering access to natural areas and the historic environment • Small-capacity accommodation provision and upgrading of existing provision when justified by significant wider benefits • The development and/or marketing of rural tourism services • Assisting tourism providers to develop clusters and business initiatives to meet visitor needs and market their products and services • Networking and collaboration within the tourism industry including benchmarking • Supporting the development of new niche markets e.g. 'green tourism' • Promotion of quality regional and local food culture and rural crafts linked to tourism • Improved information and booking arrangements, including e-tourism and other use of ICT.	Support will be provided through: • Grant aid towards the costs of small-scale capital investments • Feasibility studies and start-up revenue costs • Cost of establishing collaborative initiatives • Marketing support and market development activities • Bespoke training intrinsic to individual projects • Technical support to help new businesses become established and to help existing businesses to improve the quality of their services, consolidate and expand.	up to 100% depending on the extent of commercial return and limits imposed by the de minimis rules.
321	Basic Services for the economy and rural population	To improve or maintain the living conditions and welfare of those living in rural areas and to increase the attractiveness of such areas through the provision of more and better basic services for the economy and the rural population	Businesses, social enterprises, charities, and other formally constituted groups	This measure will support the setting up of basic services in rural areas. The needs of rural communities are often most effectively identified by the communities themselves, and we expect this measure to be used in England, for the most part, through the bottom-up Leader approach to delivery. It is therefore not possible to give a definitive list of activities. However, financial support may be provided for, amongst others: • Cultural and leisure activities • Development of community buildings to provide services • Developing community enterprises to provide key services e.g. childcare/eldercare • Energy services – e.g. woodfuel based heat/and or power system for village/community buildings • Shop/retail services • Training services. Activity that is a statutory responsibility of local or national government is excluded	Support will be provided through: • Grant aid towards the costs of small-scale capital costs • Community capacity building activity, training and facilitation/technical support • Costs associated with the establishment (but not the ongoing maintenance) of the new basic service	up to 100% depending on the extent of commercial return and limits imposed by the de minimis rules.
322	Village renewal and development	To support integrated village initiatives which promote cross-community development and regeneration.	Businesses, social enterprises, charities, and other formally constituted groups	This measure will support village renewal and development. The needs of villagers are often most effectively identified by the communities themselves, and we expect this measure to be used in England, for the most part, through the bottom-up Leader approach to delivery. It is therefore not possible to give a definitive list of activities. However, financial support may be provided to: • Develop community capacity and increase the skills, knowledge and enthusiasm of local people • Support small-scale infrastructure projects to develop or enhance: – Village approaches – Main streets – Community buildings – Amenity spaces – Workspaces – Village landscapes. • Where possible, some aspects of the measure will be linked with environmental land management support under Axis 2 • The encouragement of collaborative, networking social enterprises • Support of ICT for community benefit • Improving the functionality of community facilities • Community renewable energy projects. Activity that is a statutory duty of local or national government is excluded.	Support will be provided through: • Grant aid towards the costs of small-scale capital and resource investment • Marketing support • Bespoke training intrinsic to individual project applications	up to 100%, depending on the extent of commercial return and limits imposed by the de minimis rules.
323	Conservation and upgrading of the rural heritage	To conserve and enhance the rural heritage as the basis for sustainable economic growth in rural areas	Businesses, social enterprises, charities, and other formally constituted groups.	As this measure may address needs identified both strategically, and by the rural population through the Leader "bottom-up" approach it is not possible to give a definitive list of activities. However, support under this measure could cover the following activities: • Identify local community needs and develop environmental audits and action plans • Undertake small-scale infrastructural improvements • Studies and investments associated with maintenance, restoration and upgrading of the cultural heritage, such as the cultural features of cultural and environmental heritage.	Support will be provided through: • Grant aid towards the costs of capital investments • Interpretation and materials • Research studies • Audits	up to 100% depending on the extent of commercial return and limits imposed by the de minimis rules.
331	Training and information for economic actors operating in the fields covered by Axis 3	The objective of this measure is to enhance human potential required for the enhancement of the rural economy. It will support the achievement of the outcomes listed for the measures under their Axis (diversification into non-agricultural activities, developing micro-enterprises, encouraging tourism etc) by developing the skills of the economic actors in the rural area	Eligible beneficiaries under this measure are: • Economic actors envisaged as beneficiaries • Businesses, social enterprises, charities, and other formally constituted groups.	• Provision of training and information, including business skills and technical skills, in support of rural micro-enterprises, non-agricultural farm diversification businesses and rural tourism businesses • Support shall not include courses of instruction or training which form part of normal education programmes or systems at secondary or higher level.	The following costs will be eligible for support (in accordance with the training block exemption): • Trainers/facilitators/mentors • Training needs assessments • Training venues and refreshments • Course materials and examination fees • Course evaluation costs • Project management costs for training organisers • Small scale infrastructure/capital costs.	normally up to 70% the framework for state aids under Commission Regulation 68/2001 will apply, subject to limits imposed by the state aid training block exemption rules. No additional national aid will be used to support interventions under this measure.
341	Skills acquisition and animation with a view to preparing and implementing a local development strategy	The objective of this measure is to increase capacity for the implementation of local strategies (other than those developed through the Leader approach).	Eligible beneficiaries under this measure are: • public-private partnerships - provided that they establish area-based local development strategies at sub-regional level and are representative of the public and private actors identified at the area level, and are not supported under Axis 4.	The support provided could cover: • Studies of the area concerned • Measures to provide information about the area and the local development strategy • The training of staff involved in the preparation and implementation of a local development strategy • Promotional events and the training of Leaders • Implementation of a local development strategy, except Local Development • Strategies being implemented by a Local Action Group established under Axis 4.	• Partnership running costs subject to a ceiling of 15% of the public expenditure of the local development strategy • Research and development associated with the preparation of the local development strategy.	up to 100% depending on the extent of commercial return and limits imposed by the de minimis rules.
421	Implementing co-operation projects	The principal objective of co-operation is to widen local views in order to improve local strategies. The main expected result will be mutual learning.	The scope of the co-operation measure will be broad to allow LAGs to work with other areas on projects that they demonstrate to add value to the programme. In general the specific themes that LAGs intend to co-operate on will be incorporated into their local development strategy. The cooperation measure will be used to encourage and support a LAG to undertake a joint action with another Leader group, or with a group taking a similar approach, in another region, Member	Co-operation shall involve at least one Axis 4 LAG with the project implemented under the responsibility of a co-ordinator LAG. Co-operation will be open to public-private partnerships and to other rural areas organised with the following features: • presence of a local group in a geographical territory, which is active in rural development, with the capacity to elaborate a development strategy for that territory; • the organisation of that local group is based on a partnership of local actors.	It will include the implementation of a joint action and only expenditure for the joint action, for running any common structures and for preparatory technical support shall be eligible for support. Expenditure on animation may be eligible in all the areas concerned by the co-operation	
431	Running costs, acquisition of skills and animation	The objective of this measure will be to ensure the effective design and implementation of LAG local development strategies.	•Public-private partnerships that meet the requirements of Article 61 of the Rural Development Regulation (e.g LAGs)	The support provided could cover: •Studies of the Leader area concerned • Measures to provide information about the area and the LAG's local development strategy • The training of staff involved in the preparation and implementation of a LAG's LDS • Promotional events and the training of Leaders involved with the LAG's LDS • Implementation of a LAG's LDS.	The limit on the share of the LAG budget for running the LAGs will be 20% of total public expenditure on the local development strategy.	