

Greater Manchester European Structure Investment Fund

Annex – EAFRD Greater Manchester Priorities

Greater Manchester's Local Enterprise Partnership (GM LEP) was given a notional allocation of £419.5K rural funding to spend within the current programming period. EAFRD (European Agricultural Fund for Rural Development) can only be spent in rural areas. All districts in GM have some rural areas.

The Rural Payment Agency will be releasing National Rural Calls for a number of EAFRD measures. Greater Manchester EAFRD funding will be allocated to Measure 7.5 – “Small Tourism Infrastructure Grants”.

GM LEP will welcome projects that are aligned with one or several of the priorities of the GM Strategy for the Visitor Economy 2014-2020 and the Destination Management Plan 2014-17 which vision is to achieve sustainable growth, by helping to create a distinctive sense of place, by maintaining and increasing our competitive advantage, by creating employment opportunities and by raising the profile of GM as a place to live, invest and visit.

The GM EAFRD priority areas are as follows:

- Projects that bring more visitors to the area by supporting the creation of new, or the expansion of existing, visitor attractions. Projects providing long term and sustainable visitor attractions will particularly be welcome, as well as those providing wider environmental, economic and health benefit to rural visitors and the surrounding communities.
- Projects that promote GM natural, culture and heritage resources, particularly those promoting positive interactions between the rural fringe and urban core in order to strengthen and spread the benefits of a single, functioning economic area.
- Projects that increase the growth of the local rural economy such as the creation of employment. GM rural tourism activity is often linked to the local environmental, landscape and heritage offer. Rural tourism can benefit from close links with the horticulture and agriculture sector, through their role in landscape management or through opportunities for diversifying into provision of tourism services. There are also opportunities to foster linkages with regional and local food producers, and also with outdoors activity. All these sectors have a part to play in the offer to rural tourists. Projects bringing rural economic benefits through collaborations between organisations operating in rural areas will be welcome