

Rural Development Programme for England (RDPE)

What it means for rural business in the East of England



The Rural Development Programme for England (RDPE) is jointly delivered by EEDA, the Forestry Commission and Natural England.

EEDA uses the funding to improve the competitiveness of the agricultural sector and to safeguard and enhance sustainable rural businesses across the region. This helps rural communities and businesses, including farmers, growers and foresters, invest in their long term economic future.

EEDA's aim is to ensure RDPE benefits as many people as possible. By giving careful consideration to how funding is allocated, encouraging collaborative working, and ensuring that funding is only granted where no other funding source is available, EEDA will affect a considerable change for rural communities and businesses.

How much funding is available?

RDPE is funded by the European Commission and the Department for Environment, Food and Rural Affairs (Defra). EEDA's allocation for the East of England is £65 million, including £20 million which is being delivered through the Leader approach led by Local Action Groups (LAGs).

How can RDPE benefit my business?

Using RDPE funds, EEDA could help you:

- diversify into new enterprises
- work with others to develop new products and markets
- develop renewable energy projects
- use water in a more efficient and sustainable way
- develop skills to address new demands placed on your business.

How must bids for RDPE project funding be focused?

Seven themes have been agreed regionally to focus the RDPE funding and address the issues that are critical to the region's rural areas:

- 1 / Business efficiency** Focuses on knowledge transfer, skills development and collaboration. This increases efficiency across the agricultural, food and forestry industries, encourages water and energy efficiency, increases renewable energy use and reduces waste.
- 2 / New product development and marketing** Develops new markets for food, farming and forestry products and adds value to these industries.
- 3 / New businesses and enterprises in the rural economy** Creates new employment opportunities in the land based sector to broaden the rural economic base and support diversification of agriculture and forestry businesses.
- 4 / Resource protection** Improves the management of water, waste and soil in the agricultural and forestry sectors to reduce environmental impact and improve the ecological condition of the environment.
- 5 / Conservation of the natural built and historic environment** Maintains and improves existing environmental assets and creates new habitats, to support adaptation to, and mitigation against, climate change.
- 6 / Access and recreation** Opens up new areas of the rural landscape for public access to help ensure people from all communities use and enjoy rural areas and to help rural communities take advantage of commercial opportunities this brings.



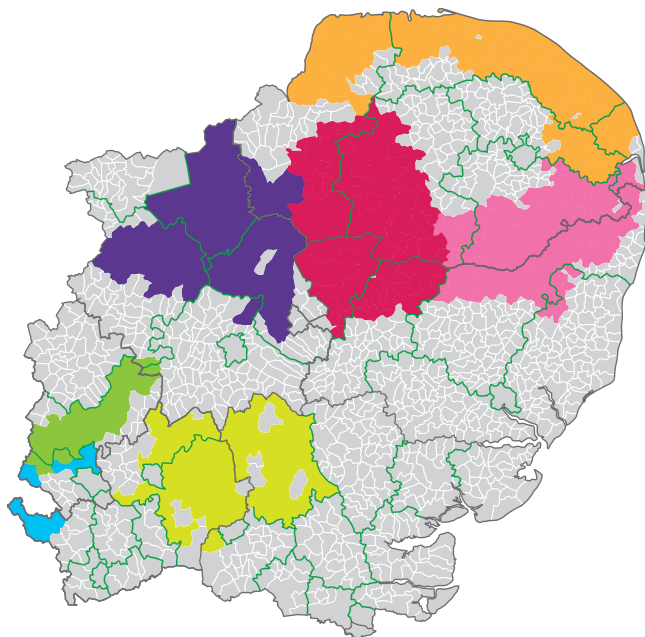
7 / Rural community capacity Helps communities achieve sustainable economic growth, develop links with local businesses and supply chains and encourage community activities which benefit the environment and the countryside.

How can I apply?

Visit www.eeda.org.uk/rdpe to read the prospectus for guidance on how to apply. The website features case studies on the types of projects we are keen to support.

Local Action Groups

Around £20 million RDPE funding has been allocated to Local Action Groups (LAGs). They fund projects which meet local priorities and needs. The LAGs cover the following areas:



Norfolk Coast and Broads, The Brecks, Waveney Valley

Michael Mack – Norfolk Rural Business Advice Service
01603 748844 mmack@easton.ac.uk

Fens Adventurers

Mike Carter – Cambridgeshire ACRE
01353 865047 mike.carter@camsacre.org.uk

Greensand Ridge

Joel Carré – Bedfordshire Rural Community Council
01767 626458 joelc@bedsc.org.uk

The Eastern Plateau

Michael Veasey – Enterprise Hertfordshire
0845 0780600 michael.veasey@sbh-herts.co.uk

The Chilterns

Mike Furness – Ngage
01844 210422 mike.furness@ngagesolutions.co.uk

EEDA facilitators – here to help
A team of facilitators are here to help you develop project ideas and guide you through the application process.

Sara Hind / 01223 202834
Oversees the Leader approach and Local Action Groups
sarahind@eeda.org.uk

David Sillett / 01986 798277
Renewable energy, anaerobic digestion, water resources, adding value to arable crops
davidsillett@eeda.org.uk

Chris Knock / 01223 484602
Livestock, deer, skills and local food
chrisknock@eeda.org.uk

Steven Smith / 01223 484645
Tourism and environment
stevensmith@eeda.org.uk

For further information on what EEDA is able to fund via RDPE or to get involved in a Local Action Group please visit www.eeda.org.uk/rdpe



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

Printed on 100% recycled paper