



Welcome  
to **Yorkshire**  
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## Improving rural visitor accommodation

### Funding from the Rural Development Programme for England (RDPE)

Regional research commissioned by Yorkshire Forward and undertaken in 2009 looked at the region's future needs for the continued growth of the visitor economy. The findings highlight the need to retain visitors and increase spend in rural Yorkshire & the Humber and increasing the quality of the accommodation offer in our rural areas was identified as a fundamental factor in achieving this. Welcome to Yorkshire and the Area Tourism Partnerships are also aware that those operators offering high quality accommodation are continuing to achieve relatively higher levels of occupancy.

The RDPE can offer support for developing new quality accommodation or improving quality standards through upgrading existing accommodation in the rural areas of Yorkshire & Humber.

Grants of up to £250,000 and equivalent to 50% of total project costs are available if your proposal can comply with the following priorities:

#### Our funding priorities:

Your accommodation project will need to:

- Develop high quality accommodation. Getting a National Quality Assurance Scheme accreditation for your improved accommodation will need to be part of your proposal <http://www.qualityintourism.com/asp/letsgetassessed.asp> E.g. If your accommodation project is a guest house you should be looking to achieve a 4 or 5 star rating.
- Identify how it will create new market demand in the locality, rather than just displace staying visitors from elsewhere. The type of existing accommodation locally, e.g. over supply of 'average' accommodation and associated occupancy levels will provide the context for your project. <http://www.welcometoyorkshire.net/Research.aspx>
- Demonstrate how it will deliver economic benefit for the local area, e.g. by supporting evening spend; by packaging with local visitor attractions, themes or transport; using local suppliers etc.
- Add to Yorkshire & the Humber's competitive advantage e.g. innovative types of accommodation; offering flexible space and bedrooms; accessible accommodation etc, <http://www.yorkshire.com/?gclid=CIXS-LK2m50CFYwA4wodSWsz2Q> and also build on what makes this region a special place to visit.
- Be book-able on line. If you need help with this try the Yorkshire Destination Management Service (DMS): <http://www.welcometoyorkshire.net/Yorkshire-DMS.aspx>
- Have strong green credentials both in terms of the overall visitor experience and how you operate the business. For more detail, go to: <http://www.welcometoyorkshire.net/Resources/Sustainability---Environment.aspx>

## Improving Rural Visitor Accommodation: Funding from RDPE

- Our emphasis for funding is on supporting serviced accommodation, however support may be available for **high quality** self catering accommodation, camping, hostelling etc. Self catering will need to clearly demonstrate how it will deliver economic benefit for the local area, e.g. through offering a serviced approach.
- Support for rural pubs is available to develop new high quality accommodation or upgrade existing accommodation if this will help the pub to become more economically sustainable.
- You must be operating the accommodation as a viable tourism business and not merely as a viable property development or lifestyle business. Visit Britain accommodation advice: <http://www.accommodationknowhow.co.uk/>
- You will need to engaged with your local Tourism Partnership, details of these can be found at <http://www.welcometoyorkshire.net/About-Us.aspx>

Proposals will also have to demonstrate one or more of the following key attributes:

- Demonstrate good/high growth potential
- Provide high quality employment opportunities
- Develop a skilled and adaptable rural workforce

### What to do next:

Funding is only available in rural parts of Yorkshire and Humber, you can find out whether your project is in such an area by using the postcode checker found at <http://www.yorkshire-forward.com/helping-businesses/rural-businesses>

If you have a proposal that matches our criteria please contact Welcome to Yorkshire's network of Business Engagement Executives:

#### **Yorkshire Dales & Harrogate/ Yorkshire Moors & Coast:**

Val Wilson, 07875 877 964, [val.wilson@scarborough.gov.uk](mailto:val.wilson@scarborough.gov.uk)

#### **Visit Hull and East Yorkshire:**

Andy Gray, 01482 391661, [Andy.gray@vhey.co.uk](mailto:Andy.gray@vhey.co.uk)

#### **Yorkshire South Tourism:**

Caroline Wilson, 0114 201 1011, [caroline@yorkshiresouth.com](mailto:caroline@yorkshiresouth.com)

#### **Visit York:**

Chris Saunders, 01904 554455, [cs@visityork.org](mailto:cs@visityork.org)

#### **West Yorkshire Tourism Partnership:**

Liz Tattersley, 01484 416667, [liztattersley@kirklees.gov.uk](mailto:liztattersley@kirklees.gov.uk)



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