



3.1

MEASURE 3.1 DIVERSIFICATION INTO NON-AGRICULTURAL ACTIVITIES

Objective of the measure:

To assist farm households to diversify into non-agricultural activities on farm and, as a consequence, maintain or increase the income of the farm households and create employment opportunities. This includes those farmers who have previously diversified and wish to expand.

Eligible Applicants:

Farm owners or members of a farm family who have written permission to carry out the diversification activities from the farm owner. This permission must also include a statement that the applicant is exercising an agricultural activity on the farm at the time of the support application. Where the applicant is using a category 2 DARD business number (i.e. business number allocated for the diversification project which is separate from that of the main farm business), the standard leasing requirements as detailed in the Terms and Conditions Booklet Para 4.10(j) will apply.

Renewable Energy Sources

Renewable energy sources may be funded. Refer to separate Guidance Note.

Non Eligible Activities:

- Annex 1 Products – please refer to the list attached in Appendix I.
- B&B bed space
- Retail - except where integral part of a craft production facility or farm shop
- Mobile Infrastructure - except specialised mobile infrastructure for specific project requirements
- Any activity that could be funded by another statutory body/council.
- Running costs e.g. heat, light etc
- Training - except bespoke training when linked to a project.

Restaurants /Outlets providing Food

Where a business is producing its own food for sale and consumption on the premises or for outside catering services for functions eg events/weddings etc, Axis 3 funding may be awarded providing the applicant makes a written undertaking to strive to achieve a good food charter mark. For example: http://www.nigoodfood.com/news_article_name/taste-of-ulster-inspections.aspx

Funding can be offered for food preparation equipment or for front-of-house items eg tables/chairs/display/cash registers/counters etc.

Aid Intensities:

Activity	Level of support	Maximum Funding
Grant aid towards capital and resource costs	Up to 50%	£50,000
Marketing support	Up to 50%	£5,000 in any one of the activities, or as a composite of two or three
Bespoke training intrinsic to individual applications which is not on offer from any other provider and is part of the funded project		
Technical support to help new businesses become established and to help existing businesses to consolidate and expand		

Please Note: The maximum funding per application is £50,000

Type of support: one-off or in instalments

Interest rate subsidies and financial engineering systems will not be eligible. No advances will be paid.

Planning Permission

Down Rural Area Partnership policy is that if planning permission (to include change of use) is required for a proposed project then applicants must have a planning reference number in place at the time the application is submitted, if not the application will automatically be rejected.

Self Catering Projects

Any self catering holiday accommodation project application must have full planning permission in place before the application can be submitted. In the case of an existing house which is intended will be used for self catering holiday accommodation purposes, a Certificate of Lawful Use or Development will be required. In the case of a new build or conversion, a full planning permission for the build, conversion or alteration for use as a self catering holiday accommodation must be in place. If planning permission documents are not verified, the application will be rejected. All self catering holiday accommodation must have a minimum 4 star NITB rating.