



3.2 MEASURE 3.2 BUSINESS CREATION AND DEVELOPMENT

Objective of the measure:

To create employment opportunities through promoting entrepreneurship and developing the economic infrastructure in rural areas.

Eligible Applicants:

The Project must be located in a rural area and the applicant must have less than 10 employees (FTE – Full Time Equivalents) and an annual turnover of less than 2 million euros. These limits apply to individual or linked companies.

The applicant may be:

- Private individuals aged over 18 years;
- Private companies or partnerships
- Social economy enterprises (SEE) - are viewed as those organisations that have a social, community or ethical purpose, operate using a commercial business model and have a legal form appropriate to a not-for-personal profit status.

Where the total project cost is greater than £10K Community/ Voluntary groups must be registered as a Community Interest Company, Limited Liability Partnership or Company limited by guarantee. Where the total project cost is £10K or less the Community/ Voluntary group must have a constitution in place. In all cases a lease must be in place to cover the duration of the project (1 year, 2 years etc).

This measure will not provide support for applicants eligible under measures 3.1 and 3.3

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.
- Employment grants
- Running costs e.g. heat, light etc
- Training - except bespoke training when linked to a project.

Renewable Energy Sources

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

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% for the private sector Up to 75% for social economy enterprises including Community/Voluntary Groups	£50,000
Marketing support	Up to 50% for the private sector	£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	Up to 75% for social economy enterprises, including Community/Voluntary Groups	
Technical support to help new businesses become established and to help existing businesses to consolidate and expand		

Social economy enterprises may provide match funding in the form of contribution-in-kind (up to 20%) when matched with a 5% cash contribution.

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.

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 **except to SEE's @ a maximum of 20% of total grant award.**