

# Malvern Hills Rural Grant

## Outputs and Outcomes Guidance

### Background

The Malvern Hills Rural Fund is being delivered by Malvern Hills District Council. The aim of the fund is to facilitate businesses and communities to address issues and barriers to growth, particularly those associated with being in a rural area.

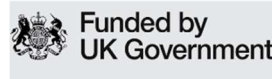
The funding comes from the Rural England Prosperity Fund (REPF).

### Guidance Notes

The table below shows the outputs and outcomes to be achieved through the Malvern Hills Rural Grant.

Please identify which intervention your project proposal meets. If the project meets more than one choose the intervention your project contributes towards most.

Consider the outputs and outcomes if the intervention you have chosen and let us know which you think your project will help us to achieve, being as specific as you can.



Investment Priority	Intervention	Example Projects	Objectives	Indicative Outputs	Indicative Outcomes
<b>Supporting Rural Business</b>	Funding (capital grants) for small scale investment in micro and small enterprises in rural areas. Including capital funding for net zero infrastructure for rural businesses, and diversification of farm businesses outside of agriculture to encourage start up, expansion or scale up of these businesses where this involves converting farm buildings into other commercial or business uses.	<p>Creation and expansion of rural leisure and tourism businesses. For example:</p> <ul style="list-style-type: none"> <li>• creating event venues or farm tourism facilities such as accommodation, wedding venues and leisure facilities</li> <li>• provision of facilities for pet and equines such as kennels, livery and pet health venues</li> </ul> <p>Purchase of equipment for food processing for non-farmer-owned businesses. For example:</p> <ul style="list-style-type: none"> <li>• purchasing new process and packaging machinery such as brewing equipment and onsite vending machines</li> <li>• equipping development kitchens, or modernising existing kitchen equipment for increased energy efficiency or increased productivity through automation</li> </ul> <p>Funding for resilience infrastructure and nature-based solutions that protect local businesses and community areas from natural hazards including flooding and coastal erosion.</p>	<p>Creating jobs and boosting community cohesion. Increasing private sector investment in growth- enhancing activities, through targeted support for small and medium sized businesses to:</p> <ul style="list-style-type: none"> <li>• undertake innovation</li> <li>• adopt productivity enhancing, energy efficient and low carbon technologies and techniques</li> </ul>	<p>5 Businesses supported  4 Farm Businesses supported  3 Farm diversification projects supported  4 Micro businesses supported</p>	<p>6 Jobs Created  3 New businesses created  10 Businesses experiencing growth  10 Businesses experiencing improved productivity  5 Businesses adopting new to the firm technologies or processes  3 Businesses increasing their turnover</p>

<b>Supporting Rural Business</b>	<p>Funding (capital grants) for growing the local social economy and supporting innovation. This includes</p> <ul style="list-style-type: none"> <li>• community businesses</li> <li>• cooperatives and social enterprises</li> <li>• research and development sites</li> </ul>	<p>Creation of multifunctional rural business hubs providing shared workspace and networking opportunities for rural businesses. For example:</p> <ul style="list-style-type: none"> <li>• flexible access to commercial kitchens</li> <li>• co-working spaces</li> <li>• business infrastructure such as broadband and electric vehicle (EV) charging points</li> </ul> <p>Establishment of rural community businesses, for example:</p> <ul style="list-style-type: none"> <li>• community-owned shops (for example provision of premises)</li> <li>• equipment to support the showcasing of local food and drink products such as regional information display boards</li> </ul>	<p>Creating jobs and boosting community cohesion. From capital grant support for starting businesses to visible improvements to local retail, hospitality and leisure sector facilities.</p> <p>Enhancing rural visitor economy and rural leisure opportunities.</p>	<p>3 Businesses supported</p>	<p>1 Businesses experiencing growth 1 Businesses increasing their turnover</p>
<b>Supporting Rural Business</b>	<p>Funding (capital grants) for the development and promotion (both trade and consumer) of the visitor economy, such as:</p> <ul style="list-style-type: none"> <li>• local attractions</li> <li>• trails</li> <li>• tourism products more generally</li> </ul>	<p>Development of local visitor trails and infrastructure to support this, such as:</p> <ul style="list-style-type: none"> <li>• information boards</li> <li>• visitor centres</li> </ul> <p>Grants to develop local tourist attractions.</p> <p>Development of local visitor experiences based on the local offer.</p>	<p>Creating jobs and boosting community cohesion.</p> <p>Enhancing rural visitor economy and rural leisure opportunities.</p>	<p>2 Businesses supported 1 Farm Businesses supported 2 Farm diversification projects supported 1 Micro businesses supported 5 Visitor</p>	<p>4 Jobs Created 1 New businesses created 5 Businesses experiencing growth 1 Businesses increasing their turnover</p>

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