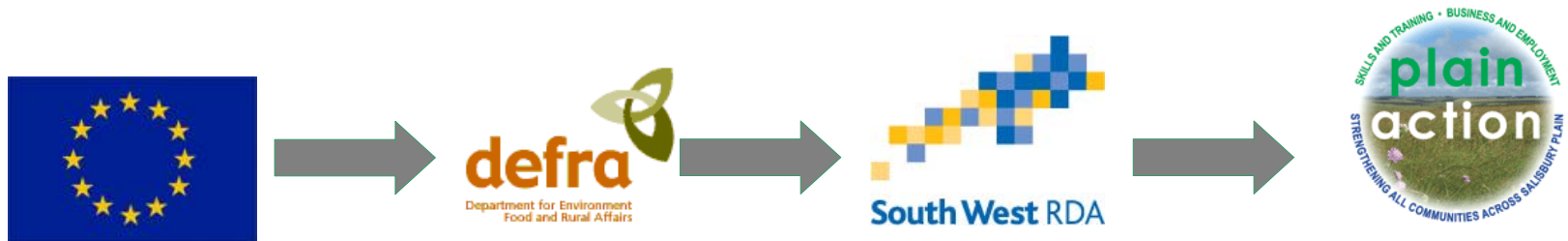


The journey from Brussels to Bulford...



Common Agricultural Policy

‘Rural Development’ is the European legislative package for the rural economy and communities

RDPE

is the Rural Development Programme for England
2007-2013

Plain Action

operates under RDPE Axis 3 which has the aim to improve the condition of “the quality of life in rural areas and diversification of the rural economy.”

Investments by Plain Action

can only be made in projects that work towards the Axis 3 ambitions, but these are encouraged to combine with actions under other parts of RDPE

Themes of investment

- **Diversification of the rural economy**
 - Diversification into non-agricultural activities
 - Business & social enterprise creation & development
 - Encouragement of tourism activities
- **Improving the quality of rural life**
 - Basic services for the economy and rural population
 - Village renewal and development
 - Conservation and upgrading of rural heritage
- **Providing Training**
 - Related to employment and related training and information to rural residents

Contract

sets out the terms of the Investment ... your project is expected to stick to them!

Agreements

will be between your organisation and Wiltshire Council. Plain Action is not able to make binding agreements nor can it bankroll all the project costs

Claims

for reimbursement of spending are made by projects each quarter to Plain Action and then paid by Wiltshire Council

All projects will have ...

Funding The total amount of money put into the project from all sources – usually some private money matched against RDPE

Budget Expenditure which will be approved by Plain Action when it decides on your proposal. Spending must keep working towards fulfilling the investment theme – otherwise it is ineligible.

Milestones Logs the progress of your project to help you manage your project. You need to be clear in your proposal about what you are going to do and when.

Outputs and Results Indicators So funders, the EU and Plain Action can see how successful the project has been

Publicity Requirements to publicise the RDPE programme

Project Obligations...

Funding - Evidence required to show non-RDPE income

Budget - Need to show evidence for all of your project's spending ... eg:

- Management and Overheads (calculation required)
- Volunteers (assessment of value and market rates)
- Cash (not allowed as not accountable)
- Capital expenditure (competitive quotes for large items)

Milestones - Progress report required each quarter

Outputs and Results Indicators - There will be a requirement to gather evidence such as Gross Value Added, numbers and types of people benefitting, jobs created, etc

Publicity – Use of EU, Defra, RDA, LEADER and Plain Action logos on all materials

Successful Project Management ...

Variation or Irregularity?

This shouldn't happen if your project is sticking to the approved and contracted proposal but...

Change happens and it can be a good thing

- Communicate ... Talk to John Dowsett and Plain Action
- Ensure we know of changes and variations to your proposal
- Keep all receipts, invoices and bank records
- From the outset organise good administration systems to record the project progress
- Keep a project diary and keep it up-to-date
- Read and use the Project Holders guide

Audits, spot-checks and monitoring

– All of these will happen

For the avoidance of pain...

- 1. Make your project ideas attractive to Plain Action so that they can fulfil their objectives.**
- 2. Develop your proposal carefully, use feedback and be prepared to tweak-to-fit investment themes**
- 3. Keep the project along the lines of your proposal. It won't get approval unless it fits the RDPE investment themes - so you shouldn't have to worry too much about ineligible spending or irregularities**
- 4. Think: Is your expenditure making the project work? You risk not getting reimbursed if you cannot show the Investment is being spent on the RDPE investment**

... and on the Pain of Death*

Be organised

Make plans clear. Retain all financial documents. Control sources of evidence.

Communicate

Talk to John and Plain Action about your project idea, its development, its progress and any variations required once contracted

*Death is not within the European Community's range of competencies

**GOOD LUCK
and
THANK YOU
for
LISTENING**