

Rural England Prosperity Fund: £437,136 (25% Spend Year 1)

Sustainable Rural Grant Programme

Discover Rural



⇒ **Proposed Budget Allocation:**

- £387,136

⇒ **Aims:**

- Support long term viability of key rural hubs, with a significant emphasis on expansion of rural EV charging points, on public or private assets, and investments to reduce energy usage and carbon footprint in buildings.

⇒ **Actions:**

- Establish a cash limited grant programme for rural facilities and partners to bid into to carry out renovation works that are critical to the long-term viability of that asset. A priority given to match funded bids.
- Establish a rural EV Charging challenge project to deploy the maximum number of EV Chargers into rural areas.
- Enable local rural communities and businesses to acquire high level mobile connectivity speeds and digital infrastructure. A priority given to match funded bids.



⇒ **Proposed budget allocation:**

- £50,000

⇒ **Aims:**

- To increase visitor footfall spend from existing and new staycation traffic, to other commercial assets.

- To establish new linkages with neighbouring authorities into rural areas.

⇒ **Actions:**

- To renew and install effective directions signage (fingerposts, information boards at attractions, advertising other local amenities - pubs, restaurants, shops).
- Establish cross border trails that link assets and rural communities in the district to footfall to and from international hubs (e.g. London, Stansted to Cambridge).

Submission Date: 30th November 2022

Detailed guidance received: 14th November 2022