



THE RURAL CHALLENGE CAPITAL FUND

PART OF THE MARKET TOWNS REVITALISATION PROGRAMME

The **Rural Challenge Capital Fund** of £500,000 is the third element of the Market Towns Revitalisation Programme (MTRP). A **competitive bidding round** will open in **March 2011** for grant applications from **£7,500 up to £40,000**. The deadline for submitting applications will be noon on 30th June 2012.

Eligible areas

The focus of this grant fund is for those rural areas not included in the Larger Market Towns Capital Programme or Shrewsbury.

Shrewsbury is not included because it has large-scale Growth Fund monies and the Shrewsbury Vision work.

It is proposed that in addition to the rural settlements that any of the **eleven designated Market Towns and key settlements** of Shifnal, Wem, Albrighton, Broseley, Ellesmere, Highley, Cleobury Mortimer, Craven Arms, Much Wenlock, Bishop's Castle and Pontesbury / Minsterley could submit an application but only if they can show written support from the majority of Shropshire Councillors and Parish councils bordering them.

Applicants are advised to contact their Community Action Officer prior to making an application to ensure they are within an eligible area.

Aims and Objectives

The **Rural Challenge Capital Fund** aims to help keep our rural areas alive, and to build stronger, more sustainable communities.

Initiatives must demonstrate how they contribute to the following **objectives** for the benefit of Shropshire people:

- Increase the viability of Shropshire's rural areas
- Build social capacity and improve access to local opportunities
- Sustain local communities and support inter-generational activities
- Promote a 'total place' approach to stronger communities



Investing in our market towns

- Target the needs of disadvantaged groups / vulnerable members of the community
- Enable the delivery of sustainable local services
- Support the development of social or rural enterprise and encourage local employment opportunities
- Support environmental initiatives, contributing to reduced carbon emissions
- Encourage and support local people to work together to shape their communities

Successful projects will need to demonstrate:

- how they contribute to the **Rural Challenge Capital Fund** objectives
- support from the **local Shropshire Councillor(s)**
- evidence of local need and demand
- the impact of the project and the consequences of not proceeding
- maximum leverage / external match funding
- how any revenue implications will be met
- an achievable programme of implementation
- any necessary planning permissions are in place
- that local consultation has taken place through a variety of means, including the Local Joint Committee

This programme only funds **capital costs**, and will not fund revenue costs or contingency costs. Project Applicants will be required to demonstrate how the Rural Challenge Capital Fund will be spent by **September 2012**.

The completed application form will be considered for approval by the Market Towns Revitalisation Informal Programme Board.