

OUTER HEBRIDES 2014-2020 LEADER PROGRAMME:

- Request that all supported projects provide monitoring information, as specified by the LAG and grant conditions, to support periodic reviews of the impact of the LEADER funding and the Hebridean Way on the Outer Hebrides and Tourism Outer Hebrides 2020.
- If LEADER grant support is approved all tourism projects will be required to undertake the 'Our Hebridean Welcome' free online training module, if not already done so, to support the delivery of high quality customer service in the islands.
- Review the policy each year against Outer Hebrides LEADER grant commitment and spend or market trends, needs and wants and adapt it as required (first review in May 2017).
- ****Only in exceptional circumstances would the LAG consider supporting accommodation related projects. These exceptions would require to show that: they are supplying a need that is not already/sufficiently being provided for in the community, demonstrate innovation or new innovative practices, provide evidence of the target market (sector/group), and declare what standard or quality the accommodation would be aiming for. Achieving this standard will be a condition of funding.**
- As required with all LEADER applications, submission of a completed application pack to the Outer Hebrides LEADER 2014-2020 Local Action Group does not guarantee approval of grant support.

OH LEADER Tourism Policy 26.4.16



OUTER HEBRIDES 2014-2020 LEADER PROGRAMME

TOURISM SUPPORT POLICY



The Outer Hebrides LEADER Programme will:

- Support tourism activities that provide a new or additional service, opportunity or product that will benefit users of the Hebridean Way and associated walking or cycling routes. Mainly catering for the needs and wants of cyclists and walkers.
- Encourage and support a range of new and innovative activities, events and attractions including those based on natural, archaeological, creative, cultural and Gaelic heritage that will contribute to increasing the volume of visitors, especially out with the local tourism peak season of May to August.
- Support innovative and new activities/projects to assist or provide added value services targeted at the users of the Hebridean Way and other associated walking or cycling routes which would be implemented by serviced accommodation providers (such as bed and breakfast establishments, guest houses, hotels).
This does not include the provision of additional bed spaces in B&B's, Guest Houses, Hotels or Inns. This will assist in providing adequate provision of services to support users of the Hebridean Way.
- Support additional capacity in the bunkhouse, camping, glamping and hostels sector where it can be shown there is a gap in provision in relation to users of the Hebridean Way, and other associated walking or cycling routes
This is to ensure there is adequate provision of appropriate accommodation to support users of the Hebridean Way.
- Support tourism activities and projects that can demonstrate how they will contribute to the outcome measurements of Tourism Outer Hebrides 2020 Strategy

The Outer Hebrides LEADER Programme will NOT support:

- NOT support additional self-catering tourism accommodation ** This is due to current evidence available showing that there is already adequate provision of self-catering tourism accommodation available throughout the islands who do not reach 100% occupancy throughout the year.
- NOT support additional serviced tourism accommodation (B&B's, Guest Houses, Hotels and Inns) ** This is due to current evidence available showing that there is an existing provision of serviced tourism accommodation available throughout the islands. Collectively they do not reach 100% occupancy even at the busiest time of the year.
- NOT support projects which seek to establish activities where there is already similar provision in the area/community or where LEADER support would displace existing businesses or activities.

