

# OUTER HEBRIDES 2014-2020 LEADER PROGRAMME

## HARRIS TWEED INDUSTRY SUPPORT POLICY

As an overarching principle, it should be noted at all times that Harris Tweed is marketed and promoted globally as a luxury hand woven textile made from 100% virgin wool and protected by Act of Parliament. All businesses and projects seeking to use the name and reputation of Harris Tweed must adhere to the Act, Brand Guidelines and other policies operated by the Harris Tweed Authority to protect the industry and Certification Mark. These documents are all available directly from the HTA.



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## HARRIS TWEED POLICY



## The Outer Hebrides LEADER Programme will:

- Support innovative and sustainable projects relating to developing and growing the on-island high quality product manufacturing sector – particularly focusing on projects of scale and garment manufacture where significant commercial opportunity has been identified.
- Support innovative and sustainable projects which develop and enhance the potential for textile tourism and greater tourism access/interpretation of the Harris Tweed Industry
- Support projects which encourage the Harris Tweed industry to innovate and diversify (within the terms of the 1993 Harris Tweed Act of Parliament) – particularly exploring use of technology and IT
- Support high quality and innovative domestic and international promotional campaigns and marketing initiatives
- Support projects seeking to optimize environmental sustainability within the manufacturing process – including the use of re-processing and renewable technologies.
- Encourage and support innovative and sustainable projects from co-operative groups within the Harris Tweed industry
- Encourage and support appropriate and high quality educational and arts projects relevant to the Harris Tweed sector

## The Outer Hebrides LEADER Programme will not support:

- Will not support individuals (businesses) to purchase single or double width Harris Tweed looms - new or second hand
- Will not support individuals to erect weaving sheds or weaving premises
- Will not support the Harris Tweed mills with **core** manufacturing machinery or mill infrastructure projects
- Will not support vehicle purchase projects
- Will not support individual business development projects including web development, e-commerce, retail and (corporate) branding projects
- Not support projects which seek to establish activities where there is already provision in the area/community or where LEADER support would displace business or activities
- Will not support projects which relate to the use of vintage or 'up-cycled' Harris Tweed
- Will not support individuals with costs associated with training to become a Harris Tweed Weaver
- All business projects must comply with State Aid funding regulations