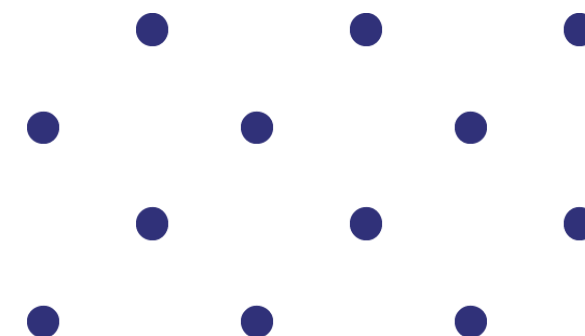


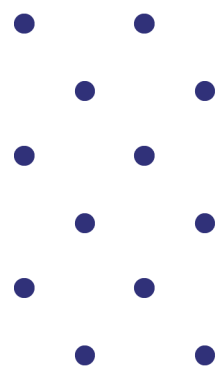


Policy Lab on “Strengthening a diversified rural economy in the post-2027 period”





The National Agency for Territorial Cohesion



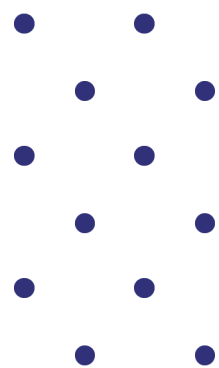


INTERVENTIONS IN SUPPORT OF RETAIL

- **As part of its national programmes, particularly in rural areas :**
« Petites Villes de Demain » and « Villages d'Avenir », to revitalise town centres, improve local attractiveness and strengthen services for residents
- **As part of tailored support for local authorities,** either by providing them with technical expertise or providing financial support for the implementation of operations

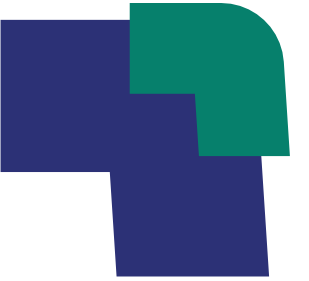


The rural retail support fund





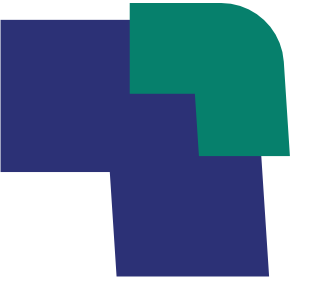
GENESIS OF THE MECHANISM



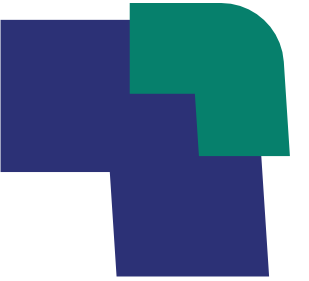
- 21,000 rural municipalities without a shop (25% in 1980 to 65% today)
- Retail, far more than a simple point of sale, is an essential service for the vitality of rural municipalities



AN ESSENTIAL SERVICE IN RURAL AREAS



- A shared commitment by three ministries : regional planning, the economy, and rural development
- Preserving retail : a key focus of the French Ruralities Plan
- Following an initial fund dedicated to small and medium-sized towns and neighborhoods targeted by urban policy



THE RURAL RETAIL SUPPORT FUND

To facilitate the creation of a multi-service permanent shop or a mobile shop in town centres that lack one, or where the remaining shops no longer meet the population's essential needs

- Not all types of retail are viable in very small municipalities
- Alternative forms are developing in rural areas : participatory and community-run shops, mobile shops, producer lockers



NATURE OF THE SUPPORT



1 - Acquisition of premises and works relating to the refurbishment of the premises (fixed-location retail business)

- Coverage of the operating deficit at a rate of 50%, up to a limit of €50,000.
- Grant reserved for public or parapublic project developers, or SCICs.

2 - Fitting out the premises and acquisition of professional equipment (fixed-location retail business)

- Coverage of 50% of investment expenditure, up to a limit of €20,000.
- Bonus of €5,000 for exemplary projects in terms of sustainable development.



3 – Acquisition of a touring vehicle (mobile retail business)

- Coverage of 50% of investment expenditure, up to a limit of €20,000.

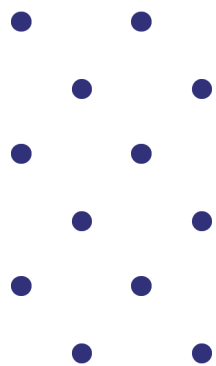
4 – Support in developing the installation project:

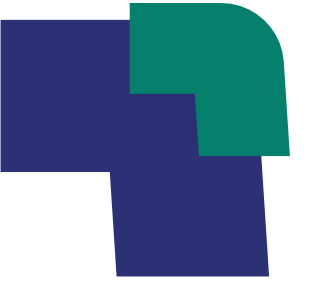
- Coverage of up to €5,000
- Subject to validation of the service provided by the provider





Progress to date



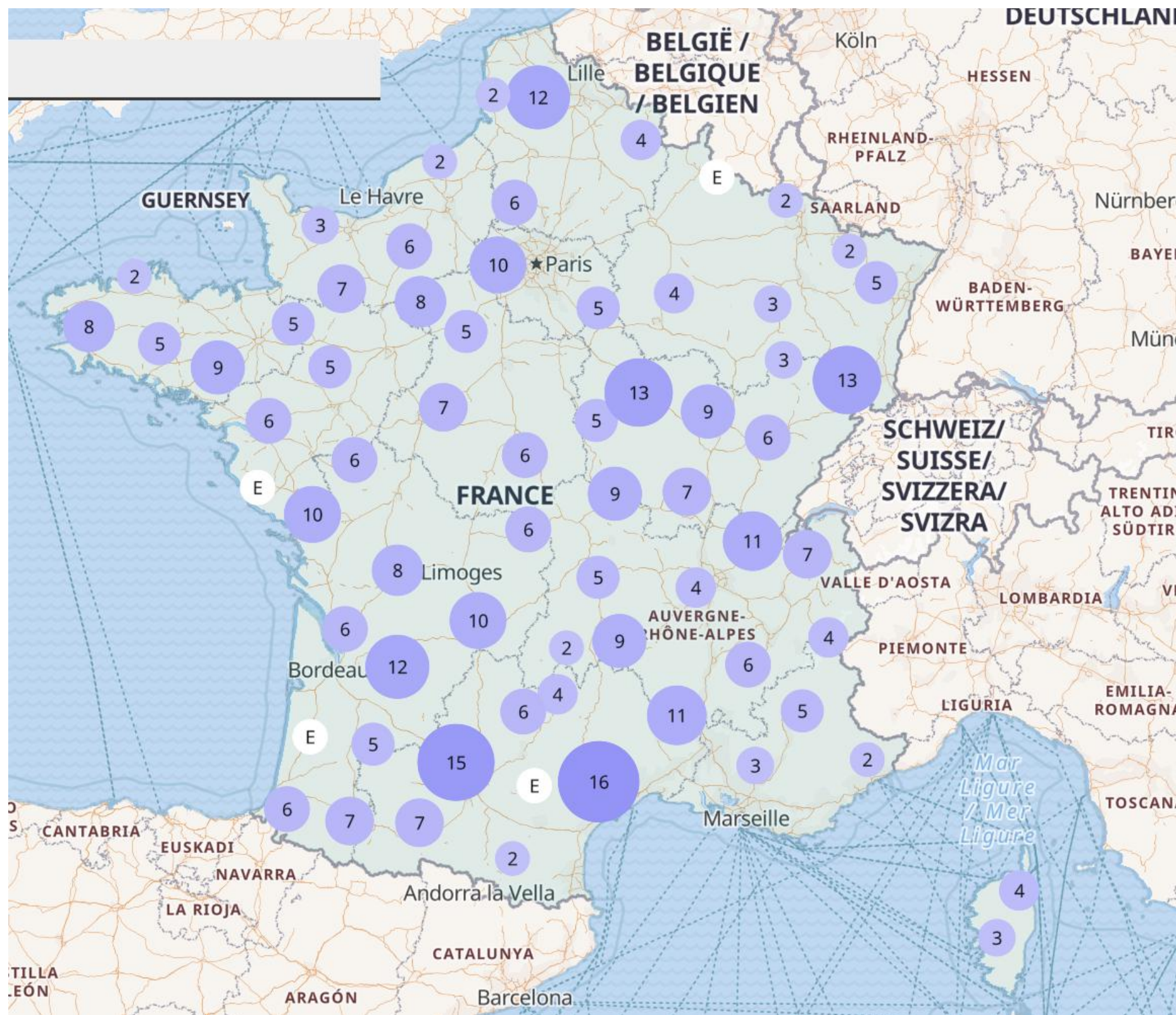


STATUS OF THE FUND'S ROLL-OUT

- 1,387 applications submitted on the fund's platform
- 852 grant applications approved, for a total amount of more than €20.1M
- €12.6M in credits currently being paid or paid to beneficiaries
- 599 municipalities benefiting from grants
- 712 municipalities served by a mobile shop
- 410 projects delivered or completed



MAPPING OF SUPPORTED PROJECTS





FEW EXAMPLES

- ✓ Acquisition of premises / renovation work:
Creation of a Bistrot/Café de Pays in the municipality of Le Pin

Cost price: €102,170
Grant: €50,000



Source: C Chateaubriant

- ✓ Improvements:
Creation of a shop selling local products, a meat-cutting and processing workshop, and multi-service facilities in Grosmagny

Cost price: €26,321
Grant: €13,160.50



Source: CC Chateaubriant

- ✓ Mobile shop:
Mobile shop operating in the Communauté de Communes Le Tonnerrois en Bourgogne

Cost price: €20,000
Grant: €10,000



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