

Making it Local: Small Grants Funds Guidance for Applicants

This guidance will help you to complete our form. If you need more help, please do contact us. 01823 680626 makingitlocal@devon.uk

1. General Guidance

- 1) This is a competitive process and there is no guarantee of funding being offered.
- 2) All applications need to show value for money, which we will assess, based on your expected outcomes and the accurate costings based on competitive quotes.
- 3) We expect the amount of impact created by a project to be related to the amount of funding it has - so more money from us equals more impact from your project.
- 4) Usually only one application will be accepted from an organisation in any one calendar year.
- 5) Small Grants projects should normally complete within one year of funding being agreed and make only one claim for payment.
- 6) We cannot fund any activity that has already started or on-going revenue costs.
- 7) We should be able to tell you within 6-8 weeks of our application deadline whether you have been successful.**

2. The grants that we offer fall into 3 areas. You need to decide which one fits your idea best and then explain that in the application form (question 14).

Small Business Creation and Growth Grants

What it's for:	the development of new businesses or further development of existing businesses
eligible beneficiaries:	sole-traders, micro-businesses/social enterprise (up to 10 employees) and new starts (with a business plan/have attended a Business Link workshop) Applicant must be in area or show benefit to area.
how much:	up to half (50%) of the project costs; maximum £10,000.
examples of what we'll fund:	new marketing; testing out new product / service ideas; installing new technology or equipment; improving energy efficiency or reducing waste / consumption; purchase of new equipment; bespoke training and mentoring; helping tourism providers improve sustainability.
more likely to be funded if:	leads to improvements in sustainability, lowers carbon footprint or lessens environmental impact; involves food and drink business, the creative sector, or renewable energy; re-uses or recycles resources; makes sensitive use of local resources; connects businesses in the area, especially the rural areas with towns.
Will not fund:	Statutory costs; vehicles; replacement or upgraded ICT; replacement of existing equipment; not 'normal' education programmes or land-based training.

Strengthening Local Communities Grants

What it's for:	To help communities become more resilient in the face of change; for small local projects which directly benefit a community(ies) in the area and to encourage sharing and connection between communities
eligible beneficiaries:	Formally constituted groups, charities, social enterprises with community benefit, parish and town councils. The applicant must be based in the area.
how much:	up to 70% of the project costs; maximum £10,000.
examples of what we'll fund:	Updating community facilities; providing new or extending existing services; installing new technology or equipment; improving energy efficiency or reducing waste / consumption; developing use of local food and drink or other local products; cultural events; developing or marketing of services; testing out new ideas that will benefit communities.
more likely to be funded if:	Helps facilities become more viable in the long-term; it leads to improvements in sustainability, lowers carbon footprint or lessens environmental impact; re-uses or recycles resources; makes use of local resources; there is sharing of knowledge & resources with others in the area; increases or widens use of facilities; benefits a diverse range of people.
Will not fund:	statutory costs (e.g. compliance with DDA); on-going revenue costs (e.g. continuation of staffing costs)

Connecting People And The Landscape Grants

What it's for:	Encouraging people to make the most of their local resources and deepen their connection with the landscape
eligible beneficiaries:	Local businesses, formally constituted groups, charities, social enterprises, parish and town councils
how much:	up to 70% of the project costs (up to 50% for business); maximum £10,000.
examples of what we'll fund:	Improving access like local footpaths; interpretation of an area through maps, boards or other media; new cultural or leisure events; green tourism activity; marketing development which use the landscape as a source; support for volunteers in environmental activities; developing local craft activities.
more likely to be funded if:	It leads to improvements in sustainability, lowers carbon footprint or lessens environmental impact; improves bio-diversity; re-uses or recycles resources; makes use of local resources; there is sharing of knowledge & resources with others in the area; increases or widens use of facilities; benefits a diverse range of people; can show an economic impact on the area.
Will not fund:	statutory costs (e.g. health and safety) on-going revenue costs (e.g. continuation of existing projects or long-term staffing costs)

3. What happens once you have completed and returned the application?

1) All Projects are assessed. We use independent and trained Project Appraisers to look at all our projects and help with decision making. They will be looking for projects that demonstrate the following qualities:

- ❖ Value for money
- ❖ A match with what Making it Local is trying to achieve
- ❖ Sustainability- ensuring long-lasting benefit from the project
- ❖ Evidence of local need and support
- ❖ Evidence of match-funding (either in place or applied for)
- ❖ A realistic budget complete with costings and quotes

2) Decisions on whether you get funding are made by a small panel of people from local business, community and agencies.

3) All applicants will be informed of the decision by a member of the Making it Local Team.

4) If successful, a formal offer will be made and a contract given. The project can then begin.

4. If you are successful, how will you be paid?

1) All grants are usually paid in arrears, so you need a way to fund your expenditure before you can make a claim to us. For some organisations that cannot cashflow a project, we may be able to arrange an 'advance' payment to be released. Please discuss this with us **before you apply**.

2) Payments will usually be made in only one claim at the end of the project. Payments are usually by BACS.

3) As our funding comes from Government, all the projects we fund have to produce evidence of all costs before we can pay. This means we have to see all original invoices, timesheets for staff and sometimes bank statements as evidence that a payment has been made.

4) Projects have to complete a simple report before the payment is made.

5. Are there any other rules or information that you should know?

1) Projects will need to display the range of logos we use and be involved in general publicity

2) If you are purchasing items or services, we have 'procurement rules'. Broadly, these mean that you need to get a range of prices or quotes and show value for money. More information is on the website or ask the Team.

3) You cannot usually claim VAT.

4) If you want to use 'in-kind' contributions we need evidence that can be audited.

5) We cannot fund HP costs, interest on loans or leasing costs

6) We cannot fund anything that is a statutory responsibility or statutory costs (e.g planning fees).

6) Although vehicles can be funded, you need to show that they will be used either solely in the funded area or just ask for a proportion of the costs; we cannot fund the statutory elements e.g insurance or Road Fund Licence.

7) If you have had other 'State Aid' you need to let us know and keep records for yourself.

8) All businesses must include a business plan which justifies the need for the grant

Small Grants Application Form Guidance

Section	Explanatory Note																												
1 Project Name	Tell us what your project is called – which will probably be different to the name of your business or group.																												
2 Geographical Area	Tell us what villages or parishes or towns are covered by your project. A full list of the parishes can be found on our website or ask us. If only part of your project falls within the funding area we will only be able to fund that proportion of the project costs.																												
3 Organisation Name	The name of the group/ business applying for the grant																												
4 and 5 Main Contact	This should be the person who is going to oversee and manage the project and will be the main point of contact for the duration of the project.																												
6 and 7 Contact details	Please provide the relevant contact details to ensure correspondence gets to the right person and so that we put the correct details on your contract.																												
7 Type of Organisation	Tell us what type of group you are by marking the relevant box with an 'X'. If your group type is not listed please describe it in the 'Other' box. We can fund constituted groups, micro-businesses, parish councils and some other kinds of groups.																												
8 and 8a Type and amount of grant	Please indicate the 'type' of grant you are applying for by marking the relevant box and tell us the amount you are applying for.																												
9 The project descriptions	<p>This is the opportunity for you to 'sell' your project. Make your description as clear as possible; get someone to read it who knows nothing about what you are doing to make sure it makes sense. Set out its aims and objectives, activity involved and timescales.</p> <p>Include project start and finish dates, being as realistic as possible about your timings. You won't hear from us until 1-6 weeks after the deadline date, so bear that in mind. We are unable to fund any work that has already been started.</p>																												
10 What difference will your project make	<p>All the funding that we give is aimed at making a difference to the area. Tell us what your project will achieve, giving numbers where you can. We expect the amount of difference created by a project to be related to the amount of funding it has – more money, more difference!</p> <p>We also have a range of outputs that we need to achieve. Please identify which of these you will help us with.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">311</td> <td rowspan="2" style="vertical-align: top;">Diversification into non-agricultural activities</td> <td style="text-align: left;">a. Number of people benefiting</td> </tr> <tr> <td style="text-align: left;">b. Amount of money invested</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">312</td> <td rowspan="2" style="vertical-align: top;">Business creation and development</td> <td style="text-align: left;">a. Number of micro-enterprises supported or created</td> </tr> <tr> <td style="text-align: left;">b. Amount of money invested</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">313</td> <td rowspan="2" style="vertical-align: top;">Encouragement of tourism activities</td> <td style="text-align: left;">a. Number of new tourism activity supported</td> </tr> <tr> <td style="text-align: left;">b. Amount of money invested</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">321</td> <td rowspan="2" style="vertical-align: top;">Basic services for the economy and rural population</td> <td style="text-align: left;">a. Number of supported activities</td> </tr> <tr> <td style="text-align: left;">b. Amount of money invested</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">322</td> <td rowspan="2" style="vertical-align: top;">Village Renewal and development</td> <td style="text-align: left;">a. Number of villages where activities took place</td> </tr> <tr> <td style="text-align: left;">b. Amount of money invested</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">323</td> <td rowspan="2" style="vertical-align: top;">Conservation and upgrading of the rural heritage</td> <td style="text-align: left;">a. Number of rural heritage activities supported</td> </tr> <tr> <td style="text-align: left;">b. Amount of money invested</td> </tr> <tr> <td rowspan="2" style="text-align: center; vertical-align: middle;">331</td> <td rowspan="2" style="vertical-align: top;">Training and information</td> <td style="text-align: left;">a. Number of participating economic actors to supported activities</td> </tr> <tr> <td style="text-align: left;">b. Days of training received by participants (8 hrs)</td> </tr> </tbody> </table>	311	Diversification into non-agricultural activities	a. Number of people benefiting	b. Amount of money invested	312	Business creation and development	a. Number of micro-enterprises supported or created	b. Amount of money invested	313	Encouragement of tourism activities	a. Number of new tourism activity supported	b. Amount of money invested	321	Basic services for the economy and rural population	a. Number of supported activities	b. Amount of money invested	322	Village Renewal and development	a. Number of villages where activities took place	b. Amount of money invested	323	Conservation and upgrading of the rural heritage	a. Number of rural heritage activities supported	b. Amount of money invested	331	Training and information	a. Number of participating economic actors to supported activities	b. Days of training received by participants (8 hrs)
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11 Key milestones	These are your key dates, which you'll use to monitor and report back to us.																												
12	Make sure you have clearly identified the need for your project- this can include																												

Evidence of need	survey work, studies, letters of need, letters of support. List Officers from Authorities and Organisations that have been involved with/ are supporting the project. Statistical evidence is always important too.																																				
13 Partners and Duplication of activity	Please provide information on who you will be working with on this project. We particularly welcome innovative projects and those that deliver through partnership working. Answers here will have particular importance in the appraisal of your project.																																				
14 How your project fits	The better the fit with the Small Grants fund, the more likely you are to be funded. The details of each grant fund are available at the beginning of this guidance.																																				
15 Project consents	We need to know how far you have got with consents as this shows how ready you are to begin. If you are unsure of whether you will need any consents please contact your District or County Council for clarification.																																				
16 Cash Management	If you have funds that you have set aside to cash-flow the project, please tell us. If have no other funds, talk to us BEFORE you put the application in and we may be able to organise advance payments.																																				
17 Cost and Funding table	<p>Check the amount of funding that you ask us for, this will depend on the Small Grants Fund you are applying for. As a simple rule, the maximum is 70% for community based projects and 50% for private businesses. Only ask for what you need rather than as much as you can get. If you are not sure, please ask us – it will not prejudice your application.</p> <p>17a What is the total cost of the project (please include all aspects)</p> <p>17b How much are you asking for from Making it Local? (what is the percentage of the total project cost?)</p> <p>17c Tell us the percentage you are asking for from us.</p> <p>17d List everything that you will be spending.</p> <p>Example:</p> <table border="1"> <thead> <tr> <th>Item or activity</th> <th>Total Cost</th> <th>Amount requested from Making it Local</th> <th>Amount from other funding source</th> </tr> </thead> <tbody> <tr> <td>Website development and hosting</td> <td>£3,400</td> <td>£1,200</td> <td>£2,200</td> </tr> <tr> <td>Desks</td> <td>£550</td> <td>£200</td> <td>£350</td> </tr> <tr> <td>Stationery printing</td> <td>£500</td> <td>£200</td> <td>£300</td> </tr> <tr> <td>Meeting venue costs</td> <td>£200</td> <td>£100</td> <td>100</td> </tr> <tr> <td>TOTALS</td> <td>£4,650</td> <td>£1,700</td> <td>£2,950</td> </tr> </tbody> </table> <p>17e Tell us exactly where the other funds will come from. If you are applying for funding from other grant-makers, tell us the progress to date. (If you are successful, we will only be able to give you a contract when you have secured the other monies). If you are using your own funds, tell us that too.</p> <p>Example:</p> <table border="1"> <thead> <tr> <th>Funding source</th> <th>Amount</th> <th>When was the money secured?</th> </tr> </thead> <tbody> <tr> <td>Awards for all</td> <td>£1,000</td> <td>Jan-09</td> </tr> <tr> <td>East Devon Sustainable Development Fund</td> <td>£1,000</td> <td>Jan-09</td> </tr> <tr> <td>Our Funds</td> <td>£950</td> <td>Ready</td> </tr> </tbody> </table> <p>ALWAYS break the funding tables down so that we can see very clearly exactly what you are asking us to fund. For a project that is under £500 you will be asked for 1 quote and if over £500 you will need to have 3 quotes for the purchase of any equipment.</p>	Item or activity	Total Cost	Amount requested from Making it Local	Amount from other funding source	Website development and hosting	£3,400	£1,200	£2,200	Desks	£550	£200	£350	Stationery printing	£500	£200	£300	Meeting venue costs	£200	£100	100	TOTALS	£4,650	£1,700	£2,950	Funding source	Amount	When was the money secured?	Awards for all	£1,000	Jan-09	East Devon Sustainable Development Fund	£1,000	Jan-09	Our Funds	£950	Ready
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18 Sustainability	Please tell us how your project will contribute to sustainable development. 'Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' Describe how your project will have positive impacts on the environment, community and economy.																																				
19-21 Risks	Please tell us about any risks that you have identified with your project and the means by which you will overcome them. For example- what if someone goes																																				

	sick/ your contractor ceases to exist/ goods are not delivered on time/ permissions are not granted etc
22 Monitoring and Evaluation	It is very important that you say exactly HOW and WHO will be in charge of monitoring the success of the project- this could be via feedback forms, community workshops, using spreadsheets etc. Remember this need only apply to the elements of the project that are receiving MIL money. How will you evaluate whether your project has been successful or not.
23 Equal Opportunities	Providing equal opportunities for your staff, customers / users or the wider community is really important. Tell us how you will do this and let us know about your equal ops policies.
24 State Aid	You should state whether your organisation has received any form of European funding over the past three years, and also whether you have any current outstanding applications for funding.
Declaration	Please remember to sign and date the form. We need a signed copy for our records even if you email us.
Supplementary Information	Please remember to include any additional pieces of paper – use the check-list below to double-check. Please list any appendices included with the application.
Business plans	<p>If you are an existing small business or wanting to set up a business, you must include a business plan. All other organisations would be wise to complete some kind of plan and include that as supplementary information.</p> <p>It makes sense to do the business plan first and funding application second!</p> <p>Your plan should include:</p> <ol style="list-style-type: none"> An executive summary – an overview of the business. A short description of the business opportunity – who you are, what you plan to sell or offer, why and to whom. Your marketing and sales strategy – why you think people will buy what you want to sell and how you plan to sell to them. Your management team and personnel – your credentials and the people you plan to recruit to work with you. Your operations – premises, productions facilities, management information systems and IT. Financial forecasts – translate everything into numbers and show that it will work. <p>For more information go to the Business link website www.businesslink.gov.uk or talk to the Making it Local team. Business link run free workshops on setting up and developing your business. Business Information Point run workshops in the Making it Local area which will support existing business. www.bipwestdevon.biz or call 0800 592 872. The Blackdown Hills Business Association offer training and local events www.bhba.org.uk</p>
For further Guidance	See Equal Opportunities and Sustainable Policy Guidance documents which we can send you or they can be downloaded off the Making it Local website.