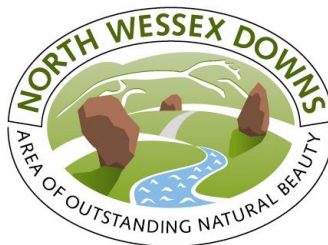


North Wessex Downs AONB Sustainable Development Fund



SUSTAINABLE DEVELOPMENT FUND GUIDELINES

1. Introduction

The Sustainable Development Fund (SDF) supports projects that bring environmental, social and economic benefits to the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The funds are provided by the AONB via Defra and are administered on their behalf by the North Wessex Downs Landscape Trust

These Guidelines and accompanying Application Help Notes are to support you to complete a successful application form.

Please read both these documents thoroughly before you begin your application and if necessary contact the **North Wessex Downs Landscape Trust** by telephone **07711941186** or e-mail: info@nwd-landscapetrust.org.uk to get advice on your proposed project's eligibility and whether you should proceed to complete an application.

2. How much money may be available?

Grants can be awarded between £150 and £3000 and this is at the discretion of the Panel due to the amount of the SDF funds that are available for each financial year. Grant applications over £1000 are sent to a Panel for more detailed consideration and this will take a little bit longer to determine. Grants below £1,000 are determined by the NWDLT Trustees.

The SDF grant request will normally be not more than 75% of total project expenditure or 50% for local authority or public body led projects.

We expect to see matched contributions from third party sources. These may include non-cash sources such as in-kind contributions for materials and volunteer time **at the discretion of the Panel.**

New applications will generally not be considered, if you have already received grant funding from the SDF within the past year.

3A Criteria for eligibility (Core Criteria);

Please read the Core Criteria and make sure that your project meets these. Projects will have a higher chance of being funded if they help to deliver some of the listed AONB priorities in 3B.

- a) All projects must have a positive impact on the North Wessex Downs AONB, by demonstrating best practice or presenting imaginative ideas for achieving sustainability.
- b) Projects must assist in the delivery of one or more objectives from the current North Wessex Downs AONB Management Plan. You can view and download the Management Plan at www.northwessexdowns.org.uk, or call 01488 685440 to order a copy.
- c) All projects should be located within the North Wessex Downs AONB, or demonstrate a clear benefit to the landscape of, or people working or living in the AONB.
- d) Projects should show evidence of support and widespread consultation with local communities and relevant partners where possible.

3B Making a stronger application with more benefits. Your project will stand a greater chance of being funded if your project also delivers some of the following AONB priorities:

- a) Brings organisations and people together to co-operate to tackle problems or promote new ideas.
- b) Demonstrates innovation and/or best practice adding value or new elements to existing projects.
- c) Raises awareness, understanding and appreciation of the unique qualities and sensitivities of the North Wessex Downs.
- d) Promotes and celebrates with a wide audience the natural and cultural wealth of the North Wessex Downs.
- e) Encourages more people to get involved with the natural environment of the North Wessex Downs improving their health and well-being.
- f) Helps to conserve and enhance the natural beauty of the North Wessex Downs as expressed in the Management Plan – including geology, soils, water, wildlife, heritage and dark skies, as well as qualitative aspects like tranquillity.
- g) Encourages inclusion by involving a wider range of people from both within and outside of the North Wessex Downs AONB. This means equal and fair access for everyone, regardless of age, sex, disability, race, sexual orientation, gender identity, faith, class or income.
- h) Promotes sustainable use of the natural environment. This can include measures to cut greenhouse gas emissions and reduce carbon footprints to reduce the impact on climate change.

4. What the SDF can fund

- Project materials, equipment and delivery
- Events and activities to raise awareness of the landscape
- Establishing new groups to conserve and enhance the landscape

- Publicity and marketing
- Labour and contractors' costs

The SDF grant cannot be used to fund the purchase of land or buildings, or schemes which deliver a commercial benefit to the organisation or individuals/persons running the project. The NWDLT has the right to determine if other items or assets not listed here are ineligible and not in the spirit of SDF funding.

For Projects above £1000, a Project Workplan must be submitted with the Application Form so that it is clear what the SDF grant will be used for and how the project will be carried out. Projects below £1000 **do not** need an accompanying workplan, but make sure you include the required information in the application form.

Projects that can show that they have the backing of local people and the community have a greater chance of being funded. You are encouraged to carry out and show evidence of consultation and/or have letters of support for your project from representatives of the community and project partners.

We are using National Lottery Heritage Fund rates to calculate volunteer time. Volunteer time is valued as: manual volunteer £10/hr; skilled volunteers eg leading walks £20/hr; professional volunteers eg accountants, specialist ecologists, teachers £50/hr (evidence of specialist expertise should be provided).

Please note that our procurement guidelines require that you supply a minimum of one quote for items under £500 and two quotes for items costing between £501 - £3,000.

In all cases an agreement setting out what is required for satisfactory completion of the project will need to be signed prior to receipt of the grant.

5. Who can apply?

- Community and voluntary groups, and groups working in partnership*
- The private sector
- Local authorities and public bodies
- Charities
- Businesses

You don't have to live or work within the North Wessex Downs AONB to apply, though the benefit needs to be within the AONB. Applicants are welcome to submit more than one application. However, the panel will not normally fund the same project more than once.

*This may include partnership projects supported or led by the North Wessex Downs AONB.

6. Receiving a grant

An organisation or individual responsible for delivering the project and managing the finances is best-placed to become the grantee. This is the organisation that will be the Accountable Body responsible to the North Wessex Downs AONB for receiving the grant, for the implementation of the project and spending the money awarded. The North Wessex Downs AONB can only have a funding agreement with a legal body capable of meeting the debts and other liabilities of the project and the conditions attached to the payment of public money. Bearing this in mind, please make sure that the named applicant fulfils

those requirements as if the grant is awarded that individual will be required to sign the Grant Acceptance Form.

As the grantee you will be responsible for:

- Signing the Acceptance Form
- Providing proof of the project's expenditure [e.g. invoices/receipts etc]
- Have in place suitable project management and financial systems
- Notifying North Wessex Downs Landscape Trust of any changes to the work for which the SDF grant is made
- Providing access to documents and records for inspections and audits
- Submitting press releases and any other publicity and promotional materials to the North Wessex Downs Landscape Trust by e-mail for approval before distribution
- Distributing information about the North Wessex Downs AONB during the project. We can provide you with publications, images and maps as required
- Submitting progress and end of project Monitoring Reports to North Wessex Downs Landscape Trust by agreed dates.

Work funded by the SDF should normally be completed and the grant claimed, within 1 year of starting the project. We will ask you to complete a brief Monitoring Report and provide evidence of publicity and project outputs upon completion. Please discuss with the NWDLT if you need to have a multi-year agreement under exceptional circumstances.

7. Publicity

Project applicants should identify potential publicity opportunities including press releases, launch events or photographs of volunteer activity.

Applicants are encouraged to create social media content on their accounts and where possible, share social media content from Facebook, Instagram and Twitter. For the latter please include the following tags:- @northwessexdowns or @NorthWessexAONB.

The North Wessex Downs Landscape Trust reserves the right to approve, in advance, any publicity material in connection with the SDF grant, to be released to the media or published on the Internet. You must credit both the North Wessex Downs Landscape Trust and the North Wessex Downs AONB for the funding you receive in any publicity or materials associated with the project eg website content, press releases, printed materials etc. You should also include the logos from both organisations, which we will provide to you and include the following sentence:

This project is funded by the North Wessex Downs AONB Sustainable Development Fund. The Fund is managed and delivered by The North Wessex Downs Landscape Trust on behalf of the North Wessex Downs AONB Council of Partners.

Please send your material to the North Wessex Downs Landscape Trust on e-mail: info@nwd-landscapetrust.org.uk Failure to do so may result in you having to pay back the grant.

8 Checklist for applicants

Before submitting your full application form, please check that you have the following, if relevant.

- A copy of your constitution, or evidence of your legal status

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- Evidence of consultation with local people and/or letters of support from stated partners
- Project plan detailing timescale and milestones for proposed activity, ONLY if grant request is over £1000
- Site photos, maps, plans or designs if applicable
- A minimum of one quote for items under £500, two quotes for items costing between £501 - £3,000
- Evidence of match funding and volunteer support

For advice before making an application please contact the North Wessex Downs Landscape Trust by telephone 07711941186 or e-mail: info@nwd-landscapetrust.org.uk