

Sowing SEEDS

FIRST STAGE APPLICATION FORM

APPLICATION GUIDANCE

The First Stage Application Form is straightforward to complete, but these Application Guidance notes should help you if you have any queries.

The First Stage Application Form will be sent to all Local Action Group members before the Local Action Group meeting at which you present your project. So it is important to be as clear as possible, and avoid making assumptions about how much people will know!

Section A.

Qu 1. The name by which the project is commonly known.

Qu 2. Please give the name of the main contact who will run/oversee the project

QU3. Please give all contact details where possible. If an agent's address is used for correspondence, the address should begin 'c/o (agent's address)'.

Qu 4. Please identify what type of organisation is applying, and giving a Charity number and Company number if applicable.

Section B.

Qu 5. Sowing SEEDS funding must deliver a benefit within its area. Projects which are located outside the area, or are based in the area but deliver a benefit to a wider geographical area may still be eligible for grant support if the project benefits those within the Sowing SEEDS area, with funding likely to be considered on a proportional basis.

Qu 6. When will the project realistically start, taking into account factors such as the Sowing SEEDS project assessment and approval timescales, other fundraising, securing permissions, etc

Qu 7. When the project will realistically be completed. Please note the programme ends in December 2013, and cannot fund beyond that date; final claims will need to be submitted a few months before then to ensure payment, audit, etc before the programme closes.

Qu 8. It is really important to explain clearly here what the project will do, so anyone reading the application has a clear idea at the start of what the project will actually do, even if some elements may be repeated in subsequent questions.

Qu 9. You will need to describe what the grant money will be used for, e.g. equipment for training, start-up salary costs. A subsequent Question 18 asks for actual costs as part of a budget, so there is no need to give costs in this question.

Qu 10. Please describe what you hope to achieve. Your project should be 'making a difference', and you need to explain what this 'difference' is. It can be numbers, e.g. no. of businesses involved in a collaborative marketing project, benefit, e.g. increased income and safeguarded jobs through direct

marketing, and impact, e.g. businesses more sustainable. You will also need to explain how this will be achieved.

Qu 11. It is important to identify who will benefit from the project. This can be by area, community, groups, business sectors, etc. It is also useful to identify age ranges, e.g. if a project particularly benefits young people. Approximate numbers are useful if this can realistically be provided. If a project benefits people outside the Sowing SEEDS area as well as people inside, please give some guide to the proportion; projects which deliver a benefit to a wider area may still be eligible for grant, with funding likely to be considered on a proportional basis.

Qu 12. Where a project is anticipated to continue after the funding period, it must be clear how the project will be sustained and funded. The more a project can develop its own income stream so that it is self sufficient, the better, but if on the other hand the project will need to rely on other funding from other sources to continue, this will not be regarded as sustainable. Although some projects will be testing new ideas, and the programme is able to take some risk, being clear about how the project can be sustained once Sowing SEEDS funding ceases is very important.

Qu 13. Links with projects: it is important to promote co-operation, and it is useful to understand how your project links with other projects and initiatives, either in the local area or in the same field of work. It is also important to avoid duplication with existing or planned similar projects.

Links with strategies. If your project fits with any strategies, this will help reinforce how it fits with overall rural development in the area. Relevant strategies could include the Local Authority Economic Development and other strategies, AONB Management Plan, Market town area Community Plans, the Local Community Plan for the County, and any strategies specific to your sector. Other plans such as Parish/Town Plans are also worth including.

Qu 14. Community involvement and support is a crucial element of the Sowing SEEDS programme, so it is important to show what level of community support and involvement your project has, and the extent to which it has been initiated from the community. The community can be a community of area, e.g. the local community, or a community of interests, e.g. a group of businesses.

You will also need to be able to show that there is a need and demand for what you will be providing, e.g. if running training courses, how can you show and evidence that there is a need and a demand for the training courses.

Qu 15. If you have partners in your project, it is important to outline their roles, what they bring to the project (e.g. a group of businesses, skills) and level of involvement (e.g. equal partner, contractor).

Qu 16. Examples of relevant permissions include planning permission, Environmental Health, Environmental Impact Assessments, lease agreements, landlords consent, access agreements, etc, as applicable. It can often take time to secure relevant permissions, which will also affect timescales, so please let us know when you would expect the relevant decisions to be agreed.

Qu 17. Please see which of the programme's objectives your project fits. Your project will not be assessed against the number of objectives that you tick so please be realistic when completing this section.

Qu 18. The costs here are the actual amounts that you expect to pay during the project. The costs need to be reasonably accurate, but there is time between the First Stage Application and a Full Application to refine the costs further. Please insert additional rows if needed.

You will not be able to include costs already incurred, as the programme cannot fund retrospectively. You will need to include VAT if you cannot reclaim VAT, but exclude VAT if you are able to reclaim VAT. Contributions in kind are also allowed but if the project is funded you will need to be able to keep detailed records and be able to justify the in-kind contributions.

Qu 19. How much grant are you seeking from the Sowing SEEDS programme, and what percentage is it of the total project cost.

Qu 20. Please list where the balance of funding, as grant or in kind, is coming from, and if the funding decision has been made or is awaited and anticipated date of decision. Please note that the Total Grant Funding Requested (Qu 19) and the Total Other Income (Qu 20) must add up to the Total Cost (Qu 18). If there is a gap in funding, then you need to identify how you will fill this gap.

Checklist. Please use this checklist to see how your project meets the overall aims of Sowing SEEDS Local Action for Rural Communities, and tick the boxes which you think apply to your project. Please return the checklist with your application form. You are not expected to tick every box.

If you have any queries, please contact Sarah Watson or Hugh de longh at Dorset Squared:

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3rd April 2009