



**North Wessex  
Downs  
National  
Landscape**



# **THE NORTH WESSEX DOWNS NATIONAL LANDSCAPE SUSTAINABLE DEVELOPMENT FUND GUIDELINES**

## **1. INTRODUCTION**

The North Wessex Downs National Landscape Sustainable Development Fund (SDF) helps local communities and other organisations to make a difference by supporting projects that bring environmental, social and economic benefits to the North Wessex Downs National Landscape. promoting and achieving sustainable development, partnership, and social inclusion. The SDF is intended to develop and test new ways of achieving a more sustainable way of life in this area of outstanding natural beauty and diversity.

The SDF is managed and delivered by the North Wessex Downs Landscape Trust (NWDLT) [www.nwdlt.org.uk](http://www.nwdlt.org.uk). on behalf of the North Wessex Downs National Landscape Partnership (NWDNL) [www.northwessexdowns.org.uk](http://www.northwessexdowns.org.uk).

Grants are awarded at the discretion of NWDLT of between £150 and £3000, depending on the total amount of funds that are available at the time. NWDLT will usually require evidence of match funding, and grants will generally not be made for more than 75% of the total project budget, or for not more than 50% if the project is led by a local authority or other public body. Projects with match funding in the form of non-cash sources such as in-kind contributions for materials and volunteer time may be considered.

**These guidelines and the accompanying Application Help Notes are to support you in completing your application. Please read both documents thoroughly.**

Before making a full application, you will need to submit an Expression of Interest (EOI). You can do this by using the on-line form which can be found on the Grants page of the NWDLT website. Examples of projects that have received funding in the past can also be seen on this page. You can also contact the NDWLT by telephone: 07885 506112 or email: [hello@nwdlt.org.uk](mailto:hello@nwdlt.org.uk) to receive advice on the eligibility of your proposed project. Printed copies of the EOI form and also of the application form can be sent to you on request, if you are unable to complete them online and wish to submit them by post.

## **2. WHO CAN APPLY?**

Community and voluntary groups, and groups working in partnership\*

- The private sector
- Local authorities and public bodies

- Charities and not-for-profit organisations
- Businesses
- Schools and other educational organisations

\*This may include partnership projects supported or led by the NWDLT or by the NWDNL Partnership.

Whilst applications from individuals are not precluded, there needs to be wider public benefit and it is expected that in most cases applications will be submitted on behalf of organisations, groups of people or partnerships.

Applicants do not have to live or work within the North Wessex Downs, but the benefit needs to apply to the National Landscape.

### 3. ELIGIBILITY CRITERIA (CORE CRITERIA)

Please ensure that your project meets the criteria set out below. All projects must have a positive impact on the North Wessex Downs National Landscape, demonstrating best practice and/or presenting imaginative ideas for achieving sustainability.

Projects must contribute to the delivery of one or more objectives of the NWDNL Partnership's current statutory Management Plan. This can be downloaded from the NWDNL website, [www.northwessexdowns.org.uk](http://www.northwessexdowns.org.uk), or you can order a copy by telephoning the Partnership office on 01249 706101.

All projects must either be located within the North Wessex Downs National Landscape or must demonstrate a clear benefit to the landscape, to people working and/or living within or close to the landscape, or to visitors to the area.

Where applicable, projects should show evidence of support and widespread consultation with local communities and relevant partners. Proposals will have a greater likelihood of receiving SDF funding if they also deliver towards National Landscape Priorities by:

- Bringing organisations and people together to cooperatively tackle problems or promote new ideas to conserve and enhance the North Wessex Downs.
- Helping to conserve and enhance the natural beauty of the area as expressed in the NWDNL Management Plan, including geology, soils, water quality, wildlife, heritage and dark skies, as well as qualitative aspects such as tranquillity.
- Demonstrating innovation and/or best practice, adding value or new elements to existing projects.
- Raising awareness, understanding and appreciation of the unique qualities and sensitivities of the North Wessex Downs, promoting and celebrating with a wide audience the natural and cultural wealth of the area.
- Encouraging more people, whether they are residents of or visitors to the North Wessex Downs, to enjoy the natural environment in ways that improve their physical and mental health and wellbeing, including facilitation of equal and fair access for everyone regardless of age, sex, disability, race, sexual orientation, gender identity, faith, class and income.
- Promoting sustainable use of the natural environment and measures to combat climate change.

## 4. PROJECT ELEMENTS THAT THE SDF CAN FUND

- Project materials, equipment and delivery.
- Project management
- Events and activities to raise awareness and understanding of the landscape.
- Establishment of new groups to conserve and enhance the landscape, especially groups that are community-focussed and provide opportunities for volunteering.
- Labour and contractors' costs.
- Publicity and marketing of projects.

The SDF grant cannot be used to fund the purchase of land or buildings, or schemes which solely deliver a commercial benefit to the organisations or individual(s) persons running the project. NWDLT has the right to determine whether or not other items or assets not listed here are eligible and/or are not in the spirit of the purposes of the SDF.

## 5. APPLICATION PROCESS

As explained in Section 1 above, the first step for applicants is to submit an Expression of Interest. Where this is approved, you will be asked to complete and submit a full application.

Where the grant applied for is £1000 or more, the application must be accompanied by the submission of a project workplan and detailed budget. These must set out clearly what the SDF grant will be used for, and how the project will be carried out.

Projects for which the SDF grant applied for is less than £1000 do not require an accompanying workplan, but you must make sure that you fully complete the application form and supply all required information.

Once all the application form and all supporting information have been received, NWDLT will aim to determine applications for amounts of less than £1000 within four weeks of receipt of a completed application. More information may be requested before NWDLT confirms that an application contains sufficient information to be considered complete.

Applications for amounts of £1000 or more, because they require consideration of the project workplan, may take a little more time to process.

## 6. SUPPLEMENTARY ADVICE

Applications that show the project has the backing of local people and the community have a greater likelihood of being approved. 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.

NWDLT uses National Heritage Lottery Fund rates to calculate volunteer time. Volunteer time is valued as:

Manual volunteer £13.50/hr.

Skilled volunteers, eg. event leaders, bookkeepers, £24/hr.

Professional volunteers, eg. specialist ecologists, landscape architects, £68/hr.

NWDLT's procurement guidelines require that applicants supply a minimum of one quote for items under £500 and two quotes for items costing between £501 to £3000.

An agreement setting out what is required for satisfactory completion of the project will need to be signed and delivered prior to receipt of the grant.

The agreement could include provision for the grant to be paid in instalments should that be required in order to enable delivery of individual elements of the project.

## 7. 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 or person that will be the Accountable Body responsible to NWDLT for receiving the grant, for implementation of the project and for spending the money awarded. NWDLT can only have a funding agreement with a legal body capable of meeting the debts and liabilities of the project and other liabilities of the project and the conditions attached to the payment of public money. Bearing this in mind, please ensure that the named applicant fulfils those requirements because, if the grant is awarded, that individual will be required to sign the Grant Acceptance Form.

The grantee will be responsible for:

- Signing the Grant Acceptance Form.
- Providing proof of the project expenditure (e.g. invoices/receipts etc.).
- Having in place suitable project management and financial systems.
- Notifying NWDLT of any changes to the work for which the SDF grant is made.
- Provision of access to documents and records for any inspections and audits.
- Submission of press releases and any other publicity material to the NWDLT by email, for approval before distribution.
- Distribution of information about the North Wessex Downs National Landscape during the project. NWDLT itself, or through the NWDNL Partnership, can provide the grantee with publications, images and maps as required.
- Submission of progress and end of project reports as required by NWDLT, by agreed dates.

Work funded by the SDF should normally be completed and the grant claimed within twelve months of starting the project. Upon completion, NWDLT will ask the grantee to complete a project report and to provide evidence of publicity and project outputs with the claim. This must be received within eight weeks of the project completion date. If it is necessary, under exceptional circumstances, to have a multi-year agreement, please discuss this with NWDLT.

## 8. PUBLICITY

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

As part of the funding agreement, grantees must acknowledge the source of funding (NWDNL and NWDLT) on press releases, in any narrative and on social media, by displaying the logos (which NWDLT will provide) for both organisations, with the following text:

*"This project is funded by the North Wessex Downs National Landscape Sustainable Development Fund which is managed and delivered by the North Wessex Downs Landscape Trust."*

Links to the NWDNL and NWDLT websites should be included wherever possible and particularly on grantee's own website or webpages where the funded project is mentioned. Social media should include the following tags - @northwessexdowns and @nwdlt

NWDLT reserves the right to approve, in advance, any publicity material in connection with the SDF grant.

Copies of all press and publicity material must be shared with NWDLT by email: [hello@nwdlt.org.uk](mailto:hello@nwdlt.org.uk). Failure to do so may result in funds being withheld or reclaimed.

## **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.
- Evidence of consultation with local people and/or letters of support from stated partners
- Site photos, maps, plans or designs if applicable.
- Details of any relevant permissions, eg. planning consents, written permission where the project involves common land.
- A minimum of one quote for items costing under £500, two quotes for items costing between £501 - £3000.
- Evidence of match funding and volunteer support.
- ONLY if your grant request is for more than £1000, your Project Plan and Budget detailing timescale and milestones for proposed activities.