



# General Guidance for Applicants

Please read this guidance document before you start filling in your application.

We have also produced a 'Step by step - Filling in the application form' document to guide you through the application process.

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*This guide has been designed to help you when applying to the £20,000 for Seven awards programme.*

[www.nwleics.gov.uk/twentyforseven](http://www.nwleics.gov.uk/twentyforseven)

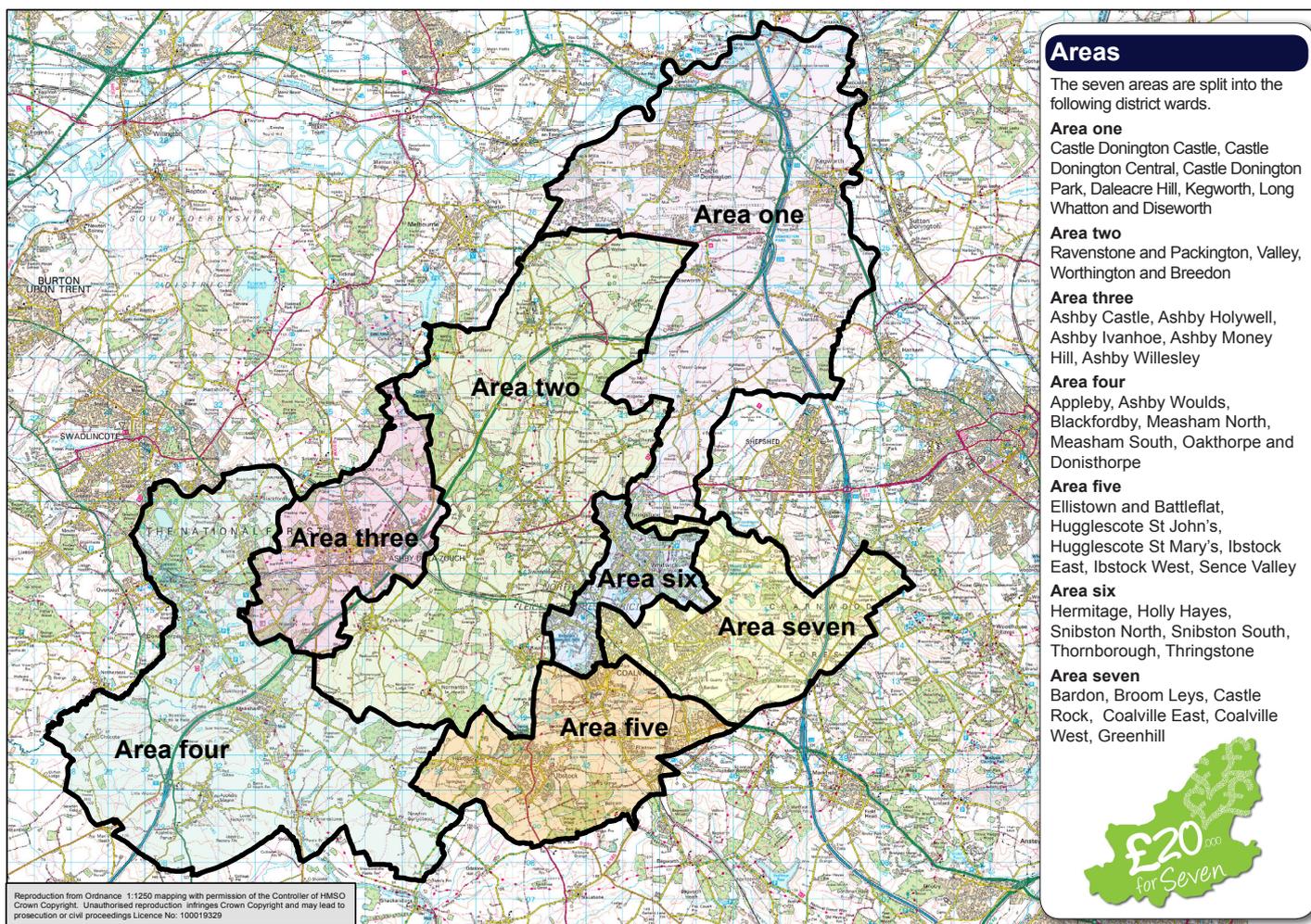
## £20,000 for Seven – tell me more

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1. There are actually two different funds available to help projects of different sizes. All awards will be granted on a voting basis, which is open only to residents of North West Leicestershire. The decision process is therefore totally independent of the district council, who will simply be responsible for administering the scheme.
2. We have divided North West Leicestershire into seven different areas according to district ward groupings and population – see map.
3. For larger projects there are seven awards of £20,000 available, one for each of these seven areas. If you apply for an award, you will need to be able to show that you have already sourced or strongly believe that you will be able to source further match funding. Therefore your total project costs will be £40,000 or greater.
4. For smaller projects there are seven awards of £10,000 available. If you apply for an award, you will need to be able to show that you have already sourced or strongly believe that you will be able to source further match funding. Therefore your total project costs will be £20,000 or greater.
5. For the £20,000 awards, your project is only eligible for voting in the area where your project is based. The number of projects nominated for each area will vary, depending on the level of community activity and interest in that area.
6. The £10,000 awards will not be based on geographical areas. Regardless of the total number of applications submitted for this award and where they are situated, the seven projects gaining the most votes will receive the seven awards of £10,000 each.
7. Whether you are applying for the £20,000 or £10,000 funding, it is vitally important that you are aware of the two stages to the process, namely that you:
  - Submit a strong application
  - Mobilise your community to vote for your project

You will be responsible for both of these stages and should think particularly carefully about how you can encourage your local community to support your project.

# The areas



## £20,000 awards

You are applying for funding of £20,000 and your total project cost is £40,000 or greater. Your project is only eligible for voting in the area where the project will take place. There are seven areas and one £20,000 award available for each area. The seven winning projects will be determined through an online voting process, which is open only to residents of North West Leicestershire.

## £10,000 awards

You are applying for funding of £10,000 and your total project cost is £20,000 or greater. There are seven £10,000 awards available and there are no geographical boundaries for this funding. There will be seven winning projects, each one receiving £10,000. The winners will be determined through an online voting process, which is open only to residents of North West Leicestershire.

# The application process

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## Read this guide

This guide will help you understand if we are able to fund your organisation and project, and will help you complete the application form. It also provides information on how the awards are determined, and what happens next if you are successful.

## Complete your application form

Please make your submission by sending your application form and accompanying documents to [twentyseven@nwleicestershire.gov.uk](mailto:twentyseven@nwleicestershire.gov.uk). We must receive this information by midnight on Monday 30 November 2015 at the very latest. Each organisation can submit one application only. You will receive an email to acknowledge receipt of your application.

## We assess and upload your application

The Community Focus team will review all applications received to ensure that each section has been completed satisfactorily.

All applications that pass this review will be uploaded on to the North West Leicestershire District Council website. We will upload the following:

- 100 word summary provided by the applicant
- one photograph that you have identified to represent your project
- links to accompanying documents – a copy of your application form (parts 2, 3 and 4 only), further photographs, designs and drawings, etc
- links to your website, social media sites, etc if provided

## Who decides if your application is successful?

The residents of North West Leicestershire will vote for their favourite projects; this will be an online voting process, which will open on 22 January and will close on 19 February 2016.

The voting process will be set up in such a way that only residents of North West Leicestershire can vote; to facilitate this everyone will be required to set up a North West Leicestershire account.

## Announcing the winners

When the voting process has closed we will verify the votes and the projects that receive the most public support will be announced in mid March 2016.

## Next steps

We will work with the successful projects through the next steps of the planning and implementation stages.

## Finishing your project

You should aim to complete your project within 18 months of the original submission of your application.

You will be asked to complete an end of grant report telling us how the grant has been spent and what was achieved. We may visit or telephone you, or ask to see original receipts to check how the grant was spent.

## Who can apply?

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You can apply for the £20,000 for Seven award if you are a:

- Voluntary or community organisation
- Parish or town council
- Joint partnership
- School, academy or college

and:

- you are based within North West Leicestershire
- your project will benefit the people of North West Leicestershire
- you have a bank account

### **We are a voluntary and community organisation**

- registered and unregistered charity
- constituted group
- co-operative
- friendly society
- industrial and provident society
- not-for-profit company
- not-for-profit unincorporated association

### **We have the following:**

- a written governing document (for example, a constitution, memorandum and articles of association, set of rules or trust deed)
- a bank or building society account and can provide a copy of our latest approved, annual accounts
- at least three unrelated people on our board of directors (for companies including community interest companies)
- at least three unrelated trustees on our governing body (for registered charities)
- at least three unrelated people on our governing body (for co-operatives, friendly societies, industrial and provident societies, unincorporated and unregistered not-for-profit associations)

### **We are a Parish or Town Council**

Applications can be considered from town and parish councils where the project is a new venture that has not normally been funded from the council precept.

### **We have the following:**

- a bank or building society account and can provide a copy of our latest approved, annual accounts

## Who can apply?

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### **We are a joint partnership**

We welcome applications from a partnership of two or more organisations (ie. joint applications). One of the organisations will need to act as a 'lead applicant', to which any award monies would be paid. Joint partnerships may be attractive to groups who, individually, were planning a project where the total cost is of a lesser value than the awards on offer. By working together on a project, the two groups can develop a single project that brings both communities together and maximises the funding benefits. If applying for the £20,000 award, all organisations must be in the same area.

If one or more partners are a voluntary or community organisation you will need to meet the criteria outlined previously.

### **We are a school, academy or college**

We welcome applications from schools or other educational establishments such as academies, but we will not pay for activities or services that schools have a statutory responsibility to provide. This funding will therefore not cover any curriculum-based activities or any activity taking place during curriculum time. We expect projects to take place before or after school, during lunchtime or in the holidays. The project should benefit the wider community and not just the school body. Applications from Parent Teacher Associations (PTAs) will be considered.

### **We have the following:**

- a bank or building society account and can provide a copy of our latest approved, annual accounts

## What can we fund?

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We are looking for exciting, innovative projects that will make a real difference within your community. We are keen to see projects that are new to your specific area, but they might be projects that have been developed successfully elsewhere.

We are particularly keen to encourage creative projects; therefore we do not wish to be too prescriptive on eligibility. However, there are some definite things we cannot fund, as outlined below.

## What can't we fund?

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There are some things we are unable to fund and these are outlined below.

- Any costs you incur when putting together your application or promoting your project to the voting public
- Any expenditure incurred or committed before we confirm our award (including deposits)
- Day-to-day running costs of your organisation (for example, utility bills, council tax, rent, insurance)
- An extension of any current project that has previously been funded through the £20,000 for Seven Awards' scheme
- Contingency costs
- Endowments (to provide a source of income)
- Existing activities and repeat or regular events, unless there is a significant new and innovative element to the project
- Items that mainly benefit individuals (for example equipment that is not shared)
- Items that are purchased on behalf of another organisation
- Land or building projects where the ownership or lease is not yet in place, unless there is sufficient evidence that this will be obtained within a short time frame. If this is the case you must discuss your particular circumstances with the Community Focus team first
- Loans or interest payments
- Ongoing staff costs (including salaries of permanent or fixed-term staff)
- Political or religious activities
- Projects where it is considered that assistance may have been received from a third party for their own commercial benefit
- Projects that you cannot maintain because of high ongoing costs or the need for specialist skills
- Projects that cannot be completed within 18 months of submission of your application
- Projects that take place outside of North West Leicestershire
- Routine repairs and maintenance
- Used vehicles
- VAT that you can recover

# Selling your project

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## The application form

We have included 'help' notes for each question on the application form. You will also find further details in the 'Step by step guidance' at [www.nwleics.gov.uk/twentyforseven](http://www.nwleics.gov.uk/twentyforseven). Please read this information carefully to help you prepare the best application possible that will help sell your project to the voting public.

## The website

For each project, the following information will be placed directly onto the £20,000 for Seven webpages.

### What the voting public will see first

Project name	This will be the title of your project and should help give the reader a snapshot of what it is about.
Project summary	Q 20 from application form. We will reproduce this information exactly as you have typed it. This is probably the most important part of your application so spend some time thinking about the content and structure. There is a maximum word limit of 100 words. If you go over the word count we will only accept the first 100 words that you provide.
Photograph	You can send us up to five photographs electronically that help to illustrate your project. We need you to identify which photograph should be the main image that sits alongside your project summary. Please ensure that you have appropriate photographic permissions for individuals.

### Additional links they can click on

Application form	Parts 2 - 4 of the form will be reproduced in their entirety. We will not include the personal information contained in part 1.
Accompanying documents	We will add any additional documents about your project that you wish to include. Please ensure that you provide this information electronically. We will not share organisational information that you send such as governing document, annual accounts, bank statements, etc.  Note: we are unable to return any information that you send to us, therefore do not send originals.
Links to web sites and social media sites, etc	This allows you to promote your project further by adding extra information, comments of support and images.

# Selling your project

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## Mobilising your community

The application form is just the first part of the process and it is up to you to mobilise your community – and beyond within the district - to vote for your project.

Here are some top tips to help. Get creative and come up with lots more ideas to give you that extra edge over the competition!

<b>Tell everyone about your project</b>	
Friends and family	
Your local parish or town council	
Community groups	
Youth groups	
Faith groups	
Businesses in your area – get their staff that live in the district to get behind your project	
Schools	
Your local online community website	
Other communities across the district	

<b>Resources</b>	
Posters	
Leaflets/flyers for school book bags, local groups, etc	
Short snappy text for emailing	
Press releases	
Facebook group	
Twitter account	
Online communities	

## What we need you to send us

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We are asking everyone to send through certain documentation at the application stage so that, when the winning projects are identified, these projects can go ahead with minimal delay.

### **Voluntary and community organisations – we will need to see:**

- your organisation's latest approved annual accounts, signed and dated by your chair, secretary or treasurer and by your auditor or independent examiner, where appropriate.
- bank or building society details for the account that any potential funding would be paid into. Please ensure that the bank account you provide meets the requirements set out below.
- a copy of your organisation's governing document, constitution or set of rules (not applicable if you are a registered charity or a company limited by guarantee).
- If you are a branch of a larger organisation that has management and financial control over your work we will need a letter, signed by a senior officer from the larger organisation, confirming their support for your application and accepting overall responsibility for it.
- We may contact you to ask for details of an independent referee, someone independent of your organisation who knows its work well. If we need an independent referee, we will explain our requirements when we contact you.

### **Parish or town councils – we will need to see:**

- bank or building society details for the account that any potential funding would be paid into. Please ensure that the bank account you provide meets the requirements set out below.
- your organisation's latest approved annual accounts, signed and dated by your chair, secretary or treasurer and by your auditor or independent examiner, where appropriate.

### **Schools – we will need to see:**

- bank or building society details for the account that any potential funding would be paid into. Please ensure that the bank account you provide meets the requirements set out below.

### **Bank or building society account requirements**

- You must have a UK based bank or building society account in the name of the organisation that submits the application to us and will carry out the project, that requires at least two people who are unrelated and do not live at the same address to sign cheques or authorise withdrawals, or you are a state funded school using a local authority account.
- If your organisation uses an internet bank account we also require at least two people who are unrelated and do not live at the same address to authorise payments.
- We may ask you to open a new and separate account that will only be used for our funding.

## *Policies and Insurances*

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### **Projects working with children, young people or vulnerable adults**

If you are applying for a project to work with children, young people or vulnerable adults, you must have a policy that explains how you will make sure they will be safe. It is your responsibility to have acceptable safeguarding policies and procedures in place, which we may ask to inspect at any time if we offer you an award.

Safe Network is a partnership between NSPCC and Children England providing an extensive range of free child safeguarding advice and information to the voluntary and community sector in England. This includes step-by-step guidance, a standards' self-assessment and a toolbox of resources. For more information please go to [www.safenetwork.org.uk](http://www.safenetwork.org.uk), email [enquiries@safenetwork.org.uk](mailto:enquiries@safenetwork.org.uk) or call the enquiry line on 0845 608 5404.

### **Insurance and safety**

Depending on the type of project, you may need public liability insurance or qualified leaders. It is your responsibility to ensure you have adequate insurance in place. This should include cover for any assets you buy or events and activities you run using our funding. We may ask to look at these policies at any time. Your organisation must be affiliated to a governing body if your project involves a dangerous sport or activity.

### **Equal opportunities**

We expect projects to be open to all who want to be involved, unless you can give a good reason why this should not be the case. If you plan to restrict who can take part you should explain why in your application, so that we can consider whether this is acceptable. Your application should show your commitment to equality matters.

## What happens if you receive an award?

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### **The offer letter**

Projects receiving the highest number of votes will be assessed as the winning projects. If you are one of these projects we will send you a grant offer and will require you and a senior contact from your organisation to sign and return our offer letter, accepting the terms and conditions of the grant.

You must return everything we have asked for within 20 working days from the date of our offer letter, otherwise we will withdraw our conditional awards' offer; we will endeavour to agree a short extension if you contact us before our deadline and there is a good reason.

### **Confirming the award**

If everything you send us meets our requirements we will write to you telling you when we will pay the award and when you can announce it to the press and media.

### **Withdrawing our offer**

If what you send is unsatisfactory we will contact you if we think you may be able to resolve the problem. If there is a major problem or something that cannot be resolved, we will withdraw our conditional award offer and write to you telling you the reasons why.

### **Monitoring your funding**

If we fund your project we will need you to complete an end of project report to confirm how the award has been spent and what you achieved. Please make sure that you get receipts for all the items or services you buy with the funding and that you keep them somewhere safe as we may ask you to provide them. We may also visit you to check how the money has been spent.

Please keep us up-to-date if your project or any of your contact details change at any stage of your project.

### **Promotion and publicity**

You agree to comply with our publicity and media policy, which will be issued with the award offer letter. We will require you to sign an agreement form regarding this.

## *If your application is not selected*

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The winning projects will be determined through an online voting process, which is open only to residents of North West Leicestershire. The projects receiving the most votes will be deemed to be the projects receiving the award funding.

We know that groups whose projects are not selected through the public vote will be disappointed. However, there are a number of other funding streams available nationally and locally that may be able to help you bring your project to life. We will do our best to support all unsuccessful projects to identify these suitable funding streams.

# Data Protection and Freedom of Information

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## **Data protection**

We may share information with organisations and individuals with a legitimate interest in our funding programmes. We have a duty to protect public funds and for that reason we may also share information with government departments, organisations providing matched funding or for the prevention and detection of crime.

We might use personal information provided by you in order to conduct appropriate identity checks. Personal information that you provide may be disclosed to a credit reference or fraud prevention agency, which may keep a record of that information.

If you provide false or inaccurate information in your application or at any point in the life of any funding we award you and fraud is identified, we will provide details to fraud prevention agencies, to prevent fraud and money laundering.

We might use the data you provide for research purposes. We recognise the need to maintain the confidentiality of vulnerable groups and their details will not be made public in any way, except as required by law.

## **Freedom of Information**

The Freedom of Information Act 2000 gives members of the public the right to request any information that the district council holds. This includes information received from third parties, such as, although not limited to award applicants, award holders, contractors and people making a complaint.

If information is requested under the Freedom of Information Act we will release it, subject to exemptions; although we may choose to consult with you first.

