



## Eligibility and Guidance Document

The Prince's Countryside Fund ("the Fund") will provide funding towards projects operating in England, Wales, Scotland and Northern Ireland that clearly contribute towards one or more of The Prince's Countryside Fund's objectives.

We want our funding to have a long term positive impact on rural communities, helping those that live and work there to sustain the countryside, by tackling key rural issues.

Our grants have to result in things that relate directly to our current objectives to:

- To improve the prospects of viability for family farm businesses
- To sustain rural communities and drive economic vibrancy
- To support aid delivery in emergency and building resilience

For this round (September 2017), we have specific funds available to help the rural communities affected by the flooding following a series of storms over the winter in 2015. We are actively seeking applications from organisations that are supporting farmers, rural businesses and communities to recover following the flooding or projects that are focused on assisting the recovery and future resilience in these rural areas, particularly Cumbria, Lancashire, North Yorkshire, Herefordshire, Northumberland and Scotland.

This document includes:

1. Key areas the Fund seeks to address
2. Criteria for application
3. Application Form guidance
4. Funding decisions
5. Summary

## Key areas the Fund seeks to address

To be eligible for a grant you will need to demonstrate that your project is focusing on at least one of these three areas.

### Improving the prospects of viability for family farm businesses:

The Fund is seeking applications from projects that will focus on developing stronger, more sustainable farm businesses and other rural enterprises with the aim of halting the decline of the rural economy. These projects should focus on:

- Providing business support and advice for rural businesses including supporting farmers in financial hardship to help them improve their efficiency and/or add value to their business through the provision of on-farm business advice.
- Facilitating the transfer of knowledge for continuous improvement of agricultural businesses in poor rural areas and providing opportunities for continuing education of farmers.
- Supporting farmer led initiatives including cooperatives and producer groups aimed at adding value, reducing costs, sharing information and shortening supply chains in farming/rural areas experiencing financial hardship.
- Providing training opportunities and apprenticeship schemes for those seeking a career in agriculture.

**If you are considering applying under the theme to provide business support and advice for farm businesses, please contact our Grant Manager to discuss in more detail your proposed activity and to ensure there isn't an overlap with The Prince's Farm Resilience Programme.**

The Prince's Farm Resilience Programme is being run annually in 15 locations around the UK. It is open to small dairy, livestock and mixed family farm businesses and includes a series of free workshops and one-to-one guidance. This year the programme is being offered in the following locations:

Brampton – Cumbria; Cirencester – Gloucestershire; Dartmoor – Devon; Dolgellau – Gwynedd; Dumfries – Dumfries and Galloway; Isle of Arran, Llandoverly – Carmarthenshire; Middleton-in-Teesdale – Durham Dales; Northern Ireland; Penzance – Cornwall; Plumpton – East Sussex; Sidmouth – Devon; Tarporle – Cheshire; Whitby – North York Moors.

### Sustaining Rural Communities and driving Economic Vibrancy:

The Fund is seeking applications from projects that provide innovative solutions to deliver assets and services that keep isolated and sparsely populated rural communities together and develop a more sustainable rural economy. These projects will focus on:

- Supporting village service provision including pubs, shops and transport
- Encouraging rural enterprise through facilitating business support and advice and the creation of business hubs and enterprise areas.
- Providing training opportunities such as rural career apprenticeships, bursaries and vouchers to access training and qualifications.
- Providing advice and training to people searching for local jobs.

### Supporting Aid Delivery in Emergency and Building Resilience:

The Fund will support projects that support farm businesses, rural businesses and communities to plan for and recover from natural disasters such as flooding or animal disease. **If you are considering applying under this theme, please contact our Grant Manager to discuss in more detail your proposed activity.**

## 1. Criteria for Application

### Type of applicant

Applications are accepted from (please note this list is not exhaustive):

- Charities
- Community Benefit Society
- Community Interest Companies
- Companies limited by guarantee
- Not for profit organisations
- Social enterprises
- Unincorporated associations

The Prince's Countryside Fund will not accept applications from individuals or the following organisations:

- Statutory bodies, such as local authorities, NHS bodies, or work where there is statutory responsibility to provide funding.
- Religious bodies where the funding will be for religious purposes.
- Political organisations where the funding will be used for political purposes.

### Type of activity

Applications will be accepted for new projects and initiatives that meet the criteria listed in the previous section. The Prince's Countryside Fund will not accept the following types of applications:

- Projects where the work has begun and money has been spent in anticipation of receiving funding.
- Projects where the funding would displace existing funding streams, such as agri-environment schemes.
- Projects which do not demonstrate sufficient public benefit and in which private benefit is more than incidental.
- Applications for feasibility studies where the outcome is unknown cannot be funded.
- Applications from support organisations that do not provide direct service delivery to clients will be accepted, however applications will have to be for specific projects with tangible and deliverable outcomes.

### Amount of funding

Organisations can apply for a maximum of £50,000 (inclusive of VAT) of funding to a maximum period of three years. The Prince's Countryside Fund's Trustees on occasion may only offer part funding.

- The Fund can pay for a portion or all the costs of a project, as either a one-off grant or as ongoing support.
- The Fund will consider applications for match funding.
- The Fund will not support projects wholly dependent on its funding for over three years.
- Applications for project and resource funding will be considered.
- Applications for capital funding are accepted but only for the purchase of equipment and for refurbishment.

- The Prince's Countryside Fund does not accept capital funding requests for the purchase of buildings or land.
- Requests for funding of up to a maximum of three years will be considered.
- Extensions will be considered based on results and the current priorities of the Fund.

Funding will be made in six monthly instalments from the start of the project following receipt of a written report detailing the satisfactory completion of the outcomes to date except in the case of small grants which may be made in a single payment.

## **2. Application Form Guidance**

**Please note for some questions we have set a maximum word count you can have in your answer. The word limits are not just for guidance. We will not consider any further information over the word limit so please make every one count.**

Questions which require further explanation than is given on the form are noted below:

### **SECTION 1: Project Overview**

**What is the main purpose of your project and how is it relevant to The Prince's Countryside Fund?**

Please provide the overall aim that sums up the purpose of your project. It should be one or two sentences and something that you can achieve or at least influence strongly over the course of your project.

### **SECTION 2: You and your organisation**

Please complete in full and provide the contact details for the person managing project.

### **SECTION 3: The Project**

**What evidence do you have to show your project is needed?**

Please provide evidence that is recent and relevant to demonstrate the need of the project. This can come from a combination of sources, such as:

- Research into the scale of the need.
- Local statistics about the population of the area or levels of deprivation, or other statistics.
- Local authority initiatives or partnership strategies between statutory and voluntary sector services that are in place because the need is already well known and evidenced.
- Testimonies from those who will benefit from the project.
- Surveys
- Learning from previous work you have undertaken

**How many and who will benefit?**

Please provide information on the types of people who will benefit from your project and how many. We will accept estimates, and examples could be 200 farming businesses or 12 people.

**What key outputs will your project deliver every six months? Please include a timeline of activity.**

Outputs are the products, services or facilities that result from a project's activity.

If your project looks to provide an apprenticeship scheme for those looking to work in agriculture, then one **output** would be the number of people recruited.

If your projects aim is to set up a community run shop, then one **output** would be the number of volunteers recruited.

Depending on the type and scale of the project, please provide as many realistic outputs as possible.

### **What key outcomes will your project achieve?**

Outcomes are the changes, benefits, learning or other effects that result from what the project makes, offers or provides. This differs from outputs, which as described above are the specific direct deliverables, such as the products, services or resources that are delivered through the work.

Depending on the type and scale of the project, please provide as many realistic outcomes as possible.

For example, depending on your project, outcomes could be:

If your project will train seven young people as hill farmer apprentices the **outcome** will be a new trained labour force entering the rural economy improving the sustainability of hill farming.

**These outcomes are the most important element of your application. Please make sure that there is a direct correlation between the outputs, outcomes of your project and the Fund's objectives.**

### **How will you collect information about the change that comes about as a result of your project?**

Many projects have both direct beneficiaries and indirect beneficiaries. You only need to collect data on your direct beneficiaries, unless indirect beneficiaries are important to achieving your project's outcomes.

How you collect your evidence will depend on the type and scale of the project, how much you know about the people who will benefit and the time your staff or volunteers have available.

We don't expect you to collect information from everyone but you'll need to have enough evidence to provide reliable figures about the spread of people benefiting from your project.

For outputs you could collect quantitative data such as the number of people supported, the type of support requested or the number of workshops delivered.

For outcomes you could collect quantitative data such as the number of changes that happened and qualitative data describing people's experiences. For example, the number of people who have progressed into training or employment and the level of confidence reported by beneficiaries.

### **Please describe how your project will have an impact on the wider community?**

Please describe the difference you want to see in your own terms, and how the grant from the Fund will help you achieve it.

## **SECTION 4: Project Finances**

### **Financial Information**

Please complete in full. Please note we only require a financial breakdown of where you will spend The Prince's Countryside Fund grant not the full cost of the project. Please divide under core activities and costs using the table provided.

Please note that value for money in terms of the outcomes achieved by the Fund's investment will be used to consider which applications are successful.

If you are applying for a community shop or pub and shortlisted for the Board of Trustees, you will be asked to submit a full business plan.

### **SECTION 5: Reference**

The referee should write a brief statement of support for the project. This person should be someone who knows and has seen the work of your organisation/community group in a professional capacity, but is independent.

Please upload the reference as a pdf to the grant application portal.

If your application is shortlisted for consideration by the Trustee Board, we will contact the referee to validate their reference.

### **SECTION 6: Signatures**

We require two typed signatures for the project. Ideally this needs to be the Director and Project Manager or appropriate position. If you are successful it will be these two individuals who will be required to sign a hard copy of the grant agreement.

## **3. Funding decisions**

Applications for funding must be made on The Prince's Countryside Fund's website. No other supporting documentation will be considered. All eligible applications meeting the criteria specified will be considered by an assessment panel. Shortlisted applications will be referred to The Prince's Countryside Fund's Trustee board for a final decision.

Funding will be conditional upon the recipient agreeing to the Fund's grant conditions as amended from time to time. These will include a requirement for the applicant to provide details of progress against set targets every six months which the applicant must meet before additional tranches of funding will be released. This will enable the Fund to monitor how effectively grant funding is being used.

Funding will not be provided if doing so would damage the name or reputation of the Fund or if the Trustees have other good grounds for refusing funding.

Successful applicants will also be required to share the results and lessons learned from their work with others, so that successful projects may be replicated elsewhere.

These results will also be communicated by the Fund, to demonstrate the impacts that the charitable funding has had and to maximise its effectiveness.

Successful applicants will be required to help communicate and promote The Prince's Countryside Fund's support.

Funding decisions are final. Unfortunately, due to the sheer volume of applications and the extremely small administrative team individual feedback cannot be provided.

## 4. Summary

In summary, successful applicants will:

- Ensure that the project results contribute to The Prince's Countryside Fund's objectives.
- Apply for funding for projects that tackle at least one key theme as defined in this document – see section 1).
- Be part of an eligible organisation – see section 2.
- Present a clear overview of the duration of the project that shows how the project will achieve its desired outcomes (within budget), and in doing so, the objectives of The Prince's Countryside Fund – see section 3.
- Be able to demonstrate a clear need and the support of the community.
- Ensure administration costs will be kept to an absolute minimum to maximise results. Value for money will be considered in the assessment process.
- Bid for funding for a maximum of three years and for a maximum total of £50,000
- Be able to demonstrate significant public benefit arising from their project.