



The Prince's Countryside Fund Land Rover Bursary 2018

Eligibility and Guidance

The Prince's Countryside Fund was set up to support young people who live and work in the countryside. Working in partnership with Land Rover we are inviting applications for The Prince's Countryside Fund Land Rover bursary 2018, where we will be awarding up to five inspiring young people the use of a Land Rover Discovery Sport or Discovery Commercial model for a year to support their career in farming or related professions*.

For example:

- Are you embarking on a new business venture that requires the use of a Land Rover to access remote areas or challenging terrain?
- Are you working in the countryside and need a 4x4 to access remote customers or clients?
- Does your work require you to transport a trailer or heavy machinery between locations?

*related areas of expertise include but are not limited to: agriculture, animal care, environmental conservation, equine, farriery, food production, forestry, landscaping, land-based engineering and Land Management.

Eligibility

- Entrants must be aged between 21 – 35 and pursuing a career in farming or a related profession.
- Entrants can apply for professional or community use.
- All entrants must have a full driving license and have more than two years driving experience.
- All applicants must live in the UK.

Terms and Conditions

1. The closing date for entries is 30th April 2018. Applications received after the closing date will not be accepted.
2. Only information within the application form and supporting video footage will be considered. Please do not send any supplementary documentation.
3. Applications will be judged by a panel of assessors within 14 days of the closing date. Shortlisted applicants will be informed and may be visited by a member of The Prince's Countryside Fund / Land Rover team for a face-to-face interview if necessary. All efforts will be made to conduct the interview at or close to the applicants' postal address / place of work and will take place no more than a month after the closing date.
4. Successful beneficiaries will be confirmed by the 31st May 2018.

5. Successful beneficiaries MUST be available to travel to Cornwall on Thursday 7th June 2018 for a PR event.
6. Successful beneficiaries will be announced in June 2018 at the Royal Cornwall Show. Successful applicants are required to attend a full day launch event where the announcement will be made, as well as a Land Rover experience day.
7. There will be 2 commercial models of the Land Rover Discovery, as well as 3 Land Rover Discovery Sports. Please let us know in the application if you have a preference and why, however we cannot guarantee your first choice preference if you are successful with your application.
8. The date for successful beneficiaries to receive their cars will be confirmed, once the necessary documentation has been received and approved by Land Rover.
9. Successful beneficiaries are required to maintain the vehicle throughout the loan to an appropriate standard.
10. Beneficiaries are responsible for normal wear and tear including punctures and general service maintenance. Costs for consumables such as fuel, ad blue, oil, washer fluid, replacement of damaged tyres must all be bourne by the beneficiary through an official Land Rover Retailer.
11. At the end of the loan, the beneficiary must return the vehicle in an acceptable condition (i.e clean and in fair state of repair).
12. The vehicle will be insured by Land Rover, in order to be eligible, the beneficiary can have no more than six points on their licence and no disqualifications.
13. It is not permitted to smoke in the vehicle.
14. Land Rover has zero tolerance on drink driving. You must not drink and drive. Land Rover reserves the right to end the loan should any evidence of drink driving emerge.
15. The term of the bursary is for 12-months. Following this period there will be the opportunity to arrange with Land Rover to purchase the vehicle and finance packages will be discussed two months prior to the termination of the lease.
16. Successful beneficiaries will be required to report on their progress during the year in a video diary format and via a written report every six months.
17. Successful beneficiaries are required to commit to two activity days arranged by Land Rover during the course of the year.
18. Successful beneficiaries must be willing to speak to the media about the experience and consent to their name and image being used by Land Rover and The Prince's Countryside Fund in any publicity materials as required.
19. There cannot be any profit made from the vehicles (through hire etc).
20. The Prince's Countryside Fund and Land Rover do not accept any liability for any applications which are lost, delayed or corrupted as a result of any technical malfunction whether through a website failure, virus or other technical malfunction.
21. Personal data will be taken where necessary from all applications received but shall be limited to those details reasonably necessary for the administration of the competition. This information may be shared with any other third party reasonably involved in the bursary without liability to The Prince's Countryside Fund or such third parties.

22. The Prince's Countryside Fund, a charitable company limited by guarantee (registered charity number 1136077) registered in England and Wales (company number 07240359) and Scotland (SC048055) at registered office 137 Shepherdess Walk, London, N1 7RQ.

Application Guidance

The Prince's Countryside Fund Land Rover Bursary exists to make a positive impact on the people that live and work in rural communities. In recognition of the need for a rising number of new entrants into farming and related careers over the next decade, this year's bursary will focus on supporting young people to pursue their careers by providing a Land Rover vehicle to help complete day-to-day work or project related tasks.

Applicants must demonstrate how the use of a Land Rover vehicle will support their career in farming or a related career by submitting the following:

- 1) Completed application form.
- 2) Supporting short video.

Please complete all sections in full. Incomplete applications cannot be accepted.

About you - Please note the contact details given will be used for all further correspondence. Please provide a mobile number if you are not regular at your home address during office hours.

About your work / project – This section is designed to provide The Prince's Countryside Fund and Land Rover with more information about your activity and how you will use the vehicle, should you be successful. Please give as much detail as possible, noting that all information must be included in the application form itself. Supporting documents will not be accepted.

Short video

Applicants are required to shoot a short video to complement their application form. The short video must:

- Be up to 90 seconds in length
- Include your name, age and a little bit about yourself. We are particularly interested to understand the following:
 - What is your business / project and what makes your work stand out from the crowd?
 - Where do you do most of your work? Go outside, show us your working environment and why the use of a Land Rover vehicle is so important to your work / project

Your video footage can be shot on any recording device (eg camcorder or smartphone). The quality of the recording will not be taken into consideration. Please see example video for guidance.