Congratulations on getting your Project Idea to full application stage!

We realise that the application form is quite long, and can look intimidating, but these guidance notes will walk you through it question by question. If there’s anything that’s still unclear you’re welcome to call us on 01792 636992 or email rdpleader@swansea.gov.uk and we’ll be happy to help.

Before we start there are a few points to bear in mind around your application, and our grant process itself:

- We cannot give grant funds up front. If you receive a grant from the Partnership you can claim the money monthly or quarterly based on paid invoices and supporting evidence of activity.
- This is a competitive process, we have nearly twice as much grant requested as is available.
- The Partnership requires all applicants to meet with RDP officers early during the full application process. Grants will not be awarded to applicants who do not attend such a meeting.
- Each question is assessed either on a points scale of 0-5 or as a simple pass/fail. The scoring methodology is: 5, very good; 4, good; 3, acceptable; 2 marginal; 1, poor; 0, unacceptable. You must score at least 3 on all ‘points’ questions, and receive a pass on all ‘pass/fail’ questions, for your application to be considered. Each question tells you whether it is a points question or a pass/fail. Following this process grants will be offered based on an application’s ranking.
- The Partnership may offer you a grant, but not the full amount you requested. In this instance it would be up to you whether to accept or decline. Any shortfall in funding would need to be secured, or underwritten by the applicant, before a project could proceed.
- Each question in the application form has a maximum word count, anything beyond this won’t be scored. Any text you put into graphics also counts towards your word limit.
- Please ensure that you meet all criteria listed at the end of the application form, and submit all listed supporting documentation along with your application form.
Q1. PROJECT TITLE: Your project title should give people a feel for your project before they’ve read the description, and make them want to learn more! Keep it to a short sentence at most to make it memorable and snappy.

Q2. DESCRIPTION OF PROJECT: One of the most important sections in your application form! This is where you need to get us as excited about your idea as you are. Please make sure you include the following:

- What inspired your project idea
- What you want to do
- The difference your project will make to its target area and local people
- What would happen if your project does not go ahead
- A few key aims picked out in bullet point form

It’s very important that your idea is explained clearly and is easy to digest; the Partnership can’t fairly score your application if they don’t quite follow what you want to do! It can be difficult to judge whether or not an application you’ve written yourself is easy for an outsider to understand, so we suggest asking somebody who isn’t familiar with your project to read your description and explain it back to you.

You can also provide up to five images that help to describe your project if you think it will support your application. Please give each picture a caption and send them as separate attachments rather than pasting into the body of the application form as this often throws off the formatting!

Q3. APPLICANT DETAILS & APPLICANT CONTACT DETAILS: Now that you’ve told us what you want to do we need to know who you are! Please provide the details as requested. The Primary contact should be the best person for us to talk to about your application. The secondary contact should be your group leader/chair, or another member of your management committee if they are already the primary contact.

Q4. PROJECT TIMESCALES: When do you plan to start your project, and when will it end? You will have been given an indication of when successful full applications can begin in your particular round of funding, so make sure you don’t ask to start earlier than this. It’s also important that you consider your project end date carefully – your end date should be when you know that all defrayment will be completed, i.e. that you will have paid all invoices and the money will have left your bank account. Any payments that fall after the end of your project period will be ineligible, so make sure you build in enough time after the end of delivery for finalising your paperwork and payments – we recommend around a month.

Q5. PROJECT COSTS: We will ask for a detailed breakdown of your costs further on in the form, we just need a brief overview here. We encourage applicants to give as
much match funding as possible, this helps the RDP pot go further and demonstrates your commitment to the Partnership. The minimum contribution is 20%. Match funding can be:

- Cash
- Volunteer time. Value must be calculated using the rates stated on page 11 of these guidance notes. We ask that you check with us when building in volunteer match to make sure you’re using the correct rate.
- In-Kind. This is goods or services donated to the project, e.g. free use of a room in a community centre or donated plants. The value of the in-kind match must be verified by somebody outside your organisation and backed up by evidence e.g. a list of the community centre’s room hire rates, or a price list from a garden centre.

Q6. YOUR PROJECT AND THE LOCAL DEVELOPMENT STRATEGY: As you will see in the Local Development Strategy (p.29) Swansea RDP has three strategic aims, which in turn have objectives within them that the partnership has set out to achieve. Every project must contribute to at least one of these objectives, however your project may contribute to more than one! Please detail with specific reference to the Objectives how you will help to deliver the Partnership’s vision for Rural Swansea.

Q7. INNOVATION: LEADER is all about testing new ideas and new approaches, and the Partnership will be looking closely at your application to see evidence of this. You can make this easier for them by, for example, explaining:

- What is new and exciting about it, whether it’s building on past work or an idea that has been trialled outside of Swansea that you want to bring in.
- How you checked that similar activity isn’t already taking place in your area
- How you checked that you will not be replicating past activity.

Q8. PROJECT BENEFICIARIES: These are the people your project is targeted at. Groups can be a geographical community, an interest group, a particular age group, and more. Please list all of the distinct groups your project is aimed at, which rural ward(s) they live in, and how many you expect to benefit.

Q9. NEED, DEMAND & PROJECT DEVELOPMENT: While there are a lot of great ideas out there that the Partnership would love to fund, due to the limited grant pot they are only looking for projects where a clear need has been established. In this section you need to evidence how you determined that your project is needed, what you did to establish the demand for it, and to what degree your targeted beneficiaries have been involved in developing it. We also require all applicants to use Swansea Rural Community Voice as part of evidencing demand; please provide the link to your page on the SRCV website.
Q10. PROJECT DELIVERY – BENEFICARY INVOLVEMENT: Projects that involve local people in their delivery are more likely to have longevity and result in truly meaningful outcomes and have a better chance of continuing. Please describe how you are planning to involve people in your project.

Q11. STAKEHOLDERS: A stakeholder is any individual or group who can affect, or be affected by, your project – think about how key people might get involved with your project. Please also complete stakeholder map in appendix 1 and communications plan in appendix 2 of the application form.

Q12. WARDS SERVED BY THE PROJECT: As part of our programme monitoring we need to track where projects are based and which wards their activity benefits. If you will be working in or benefiting more than one ward consider how much of your time and resources will be dedicated to each.

Q13. CROSS CUTTING THEMES: All projects funded by the Swansea Rural Development Partnership must demonstrate how they contribute to our cross-cutting themes. These should be considered in the design and integrated into the delivery of your project. If you have policies relating to any or all of these themes please let us know, we may ask to see them if your application is successful.

Q14. ONE PLANET: How will your project contribute to the Partnership’s ‘One Planet’ (see our glossary) approach? We’d like to understand how it will contribute to reducing our current ecological footprint, and how you will minimise / mitigate impacts the project will have in its delivery, such as travel, resources used, etc. We’d also like to know how you will measure and monitor the impact so, if your application is successful, you can let us know how it goes – what challenges you addressed and how, so we can share good practice with others.

Q15. PROJECT OUTPUTS: The Partnership has certain targets to meet, and all projects need to contribute to at least one of these. The definition of each output is on page 8 of these guidance notes along with examples for those that aren’t self-explanatory. Your project may well be delivering unique outputs over and above those listed below – if so please include them in the table and describe them to us. Please make sure you explain how you will achieve all the targets you list. Projects which address multiple outputs, and those with a strong rationale, are likely to score more highly on this question. If you are successful in your application we will give you details of the evidence you will need to submit in order to claim your outputs.
Q16. PROJECT OUTCOMES & LEGACY: You have already told us about your project’s outputs, now we would like to know about its outcomes and its potential long term impact. To work out what an outcome is rather than an output, consider what will happen as a result of what you’ve done. For example, you might have the Output of ‘1 new community hub created’; the outcome of this could be that local people have new opportunities to connect with one another.

Q17. PROJECT MILESTONES: In order to keep track of your project’s progress it’s helpful to identify key milestones; please list these and tell us when you expect to achieve them. These will also be useful when we need to monitor the progress of your project and, if milestones are not met, this may help flag up any issues that may need to be addressed.

Q18. EXIT STRATEGY: It’s important for us to know what your plans are for the end of your project. Do you intend for it to continue after your RDP grant period through other support? How might it be developed further? Will it lead to another stage of delivery? Do you plan to become self-sufficient?

Q19. PROJECT MANAGEMENT: Please tell us about who will be managing and delivering your project. The Partnership needs to know what previous experience and track record they have, and to see that the project has a suitable team in place.

Q20. RISKS: All projects have risks attached to them, and it’s important that these are identified and managed to reduce potential negative impact on project delivery & outcomes.

Q21. VALUE FOR MONEY: We need to make sure that RDP grant funds go as far as possible. What measures have you taken to make sure that your project is getting best value for money? Please detail any preliminary procurement exercises you have carried out, quotes you may have gathered, and how you arrived at other costings e.g. staff rates. We also need to see job descriptions for all project staff – you will need to submit these along with your application.

Q22. OTHER FUNDING SOURCES: As we have limited funds to distribute to deliver our strategy we would like to know if you have looked into other potential sources of funding, and why you think RDP is the most suitable funder for your idea.
Q23. SOURCES OF MATCH FUNDING: RDP cannot give you 100% of the cost of your project, you will need to contribute at least 20% of the total project cost. This can be in the form of cash, volunteer time, or in-kind contributions. Please tell us about your proposed match funding and its sources. If your cash or in-kind match funding can’t be confirmed at this stage it will need to be underwritten, and you will need to tell us where these funds would ultimately come from.

If you are including volunteer match you must use the approved RDP rates listed on page 11.

We advise you to err on the side of caution with volunteer match; it’s very valuable and shows great community buy in, but if you ultimately don’t gather enough to make up your 20% match you won’t be able to draw down your full grant amount. This is one thing you may want to explore in your risk tracker back in question 17!

Q24. WELSH GOVERNMENT MATCH FUNDING: You only need to fill out this question if any of your match funding comes from Welsh Government. If you do have such match, the Partnership and Welsh Government itself will need to be satisfied that you took all possible actions to source match elsewhere.

This marks the end of the main narrative questions of the application form. The following questions are largely financial, or other compliance matters that we need you to confirm. These questions are all Pass/Fail, so make sure you supply all the evidence and information requested.

Q25. TOTAL PROJECT COSTS – BY YEAR: When do you expect your project spend to occur? Please list all of your costs (not broken down at this stage), and which financial year you expect them in.

Q26. MATCH FUNDING CONTRIBUTION TOWARDS COSTS – BY YEAR: Similarly to the above, but here we would like to you to specifically split out your match funding. Some match, e.g. capital funds, could be received at the beginning whilst volunteer match might take longer to ramp up.

Q27. PROJECT COSTS BREAKDOWN: How did you calculate the costs of your project? We will need to see job descriptions for staff at this stage to back up the hourly rate you are requesting for them – this is part of our checks on value for money. The Partnership reserves the right to offer a lower hourly rate than requested if they feel that some/all of the duties are not suited to the rate you request.
Q28. ENGAGEMENT OF DELIVERY ORGANISATION: If your organisation is not the sole delivery organisation involved in the project we need to know that you will use a fair, open, competitive process to appoint any other organisations that will be involved.

Q29. PROJECT OWNERSHIP: In general any assets acquired for the project should be owned by the applicant organisation, if this is not possible we will need to understand why and have reassurance that they will remain available for the purposes intended by the project for at least five years.

Q30. LEASING EQUIPMENT: In some cases leasing equipment may be more beneficial than buying, but if you’re going to do this we need a breakdown of the reasoning behind your decision.

Q31. SECOND-HAND EQUIPMENT: If you’re going to buy second-hand equipment rather than new we need assurances that it wasn’t previously bought with national or EU funding (this would be considered double-funding), that it is a cheaper option than new, and that it will be suitable for the job.

Q32. FINANCIAL DUE DILIGENCE: Financial information is needed for due diligence purposes so that there is confidence that public money is being invested properly (information will be treated in strict confidence). Please make sure you provide all requested information.

Q33. APPLICANT CONFIRMATIONS: Please check that all of these statements are true and confirm by ticking the boxes.

Q34. CERTIFICATE: Congratulations, you’ve reached the end of the application form! Once you’re happy with your responses it’s time to sign off and submit! Please return your completed application and all supporting documents to rdpleader@swansea.gov.uk

NEXT STEPS: Your application will be considered by the grants panel of the Partnership, and will be scored alongside other applications received in the funding window. Unsuccessful applicants have the right to appeal within 5 working days of notification.
### Rural Development Programme Outputs

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<thead>
<tr>
<th>OUTPUT</th>
<th>DEFINITION</th>
<th>EXAMPLE</th>
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<tbody>
<tr>
<td>Jobs Created Through Supported Projects (LEADER)</td>
<td>Number of jobs created in Full Time Equivalents (FTE) through support for implementation of operations under the Local Development Strategy (LDS) funded through the Programme under LEADER. A job ‘created’ is a completely new job that would not have existed without LEADER funding.</td>
<td></td>
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<tr>
<td>Number of Feasibility Studies</td>
<td>Number of specific feasibility studies commissioned or undertaken through the project/programme to provide the background research for a specific problem or issue (within specific project/business/community group/community of interest) and the production of a comprehensive written appraisal of the issues, the alternative solutions, the financial costings, a detailed risk analysis and recommendations for the next steps.</td>
<td>A plan for marketing locally made pottery to B&amp;Bs.</td>
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<tr>
<td>Number of networks established</td>
<td>The number of formal networks that are formed/created due to a common interest as a direct result of advice, assistance or financial support from the RDP and were not in existence prior to programme involvement.</td>
<td>A group of local food producers who hold regular meetings and market their products together.</td>
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<tr>
<td>Number of jobs safeguarded through supported projects</td>
<td>Jobs safeguarded are where jobs are known to be at risk over the next 12 months. Jobs should be scored as FTE and permanent (a seasonal job may be scored provided the job is expected to recur indefinitely; the proportion of the year worked should also be recorded). The job itself should be scored, not an</td>
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| Number of pilot activities undertaken/supported | A project planned as trial designed to test a given approach for a limited group of beneficiaries over a limited period; intended to attract future activity in the field/discipline or sector.

A pilot project can be deemed to be completed when a technical assessment has been completed. Number of pilot activities undertaken/ supported through the capacity building activities, broken down as follows;

- New approaches
- New products
- New processes
- New services |

| Number of community hubs | The number of new community hubs that were formed as a direct result of the LEADER programme. |

|  |

A new collaboration between local small food producers to trial delivering healthy homemade lunches to employees of a major local business.

A community hall that is newly used for monthly community meetings.
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<tr>
<th>Number of information dissemination actions/promotional and/or marketing activities to raise awareness of the LDS and/or its projects</th>
<th>A presentation at a local school to inform pupils and parents about your project, and how they can get involved with it.</th>
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</table>
| **Number of stakeholders engaged** | A stakeholder is any group or individual who can affect or is affected by the achievement of the project objectives. These can be people, groups or entities that have a role and interest in the objectives and implementation of a project. They include the community whose situation the project or programme seeks to change.  

Engagement is defined as stakeholders who become actively involved in the project's implementation at any stage. | The number of local crafters who take part in a consultation event on the potential to form a unified group and develop a brand for it. |
| **Number of participants supported** | The number of people who attend an event to disseminate information, etc.  

Please note that the number in receipt of any kind of mail-shot associated with the dissemination of information (e.g. the distribution of a report summary) cannot be counted as participants. | The number of people attending the presentation (information dissemination event, as above) you held at a local school. |
Volunteer Rates

Please use the following Rural Development Programme rates for your volunteers and record their time on the volunteer timesheet template provided. Please check with us before you start claiming volunteer time to make sure you’re using the right rate.

- Project Manager: £21.86
- Project Researcher: £16.83
- Project Coordinator: £12.54
- Trainer: £13.81
- Project Administrator: £10.00
- General Labour: £8.50

Glossary

Conserving our natural environment, cultural and built heritage (Cross Cutting Theme): Preserving the natural environment and the heritage that give Swansea its character for future generations is a high priority for the Partnership, and they want to see this given due consideration throughout all projects.

Equal Opportunities and Gender Mainstreaming (Cross Cutting Theme): Equal opportunities principles are fundamental to the approach to delivering the Strategy. The starting point is the need to reduce injustice and promote social cohesion, providing the opportunity for all eligible beneficiaries to participate and use their skills and abilities to raise the level of GDP in Wales and address the imbalance in earning for women and men and others with protected characteristics. Examples include:

- Careful marketing and promotion of consultation and networking events, targeting specific groups where appropriate;
- Tailoring content of sessions to the needs of particular target groups, using prior experience and research as appropriate;
- Careful selection of venues for events, meetings and other gatherings to maximise participation;
- Ensuring appropriate equipment is available to maximise participation (e.g. audio-visual, access, formatting and availability of documentation);
- Embedding equalities requirements in specifications for projects, activities and studies;
- Ensuring good transport access, e.g. public transport, allocation of disabled parking for park and ride;
- Avoiding any form of bias in literature
One Planet: In July 2019, the Partnership took the decision to respond to Swansea Council’s earlier declaration of a climate emergency by adjusting their focus and considering how to embed a more ‘One Planet’ approach going forward. In simple terms this means finding ways of reducing our ecological footprint so that we take vital steps towards not using more than One Planet’s worth of natural resources. To put this in context, if everyone in the world lived as we currently do in Wales and Swansea, we would need 2.5 planets of natural resources to meet our demand. A good source of information about Ecological Footprints can be found here: [www.globalfootprintnetwork.org](http://www.globalfootprintnetwork.org).

The Partnership is currently reviewing and rewriting its Local Development Strategy to reflect these short and longer-term ambitions to help make a meaningful contribution to reducing rural Swansea’s ecological footprint. It is hoped the new strategy will be completed in February 2019.

Sustainable Development (Cross Cutting Theme): Sustainable development is an integrated component of all proposed activities under the Strategy. Examples include:

- Considering studies into alternative renewable energy sources;
- Exploring potential for shortening of supply chains; bridging urban-rural links; and access to local and sub-regional markets to reduce food miles and improve local identity;
- Influencing business and community practices to encourage sustainable approaches;
- Piloting of new approaches to service delivery in the community;
- Building on networks and developing them further to help bring communities and other interests together to solve common problems;
- Building on walking and cycling marketing and infrastructure improvements from previous rounds.

Tackling Poverty and Social Exclusion (Cross Cutting Theme): There are a number of critical issues facing rural communities, such as:

- Fuel poverty affected by increasing energy costs;
- Rural isolation and distance from services;
- Access to transport;
- Economic inactivity;
- Affordable housing;
- Limiting Long Term Illness.

Means of addressing the above issues and priorities to the other cross-cutting themes could include:
• Exploring options for widening access to services and community transport. The Partnership has commissioned a Sustainable Transport Network for Rural Swansea Feasibility Study which will explore options for the joining up of existing transport links and community facilities, via the initial feasibility/gap analysis;
• Through the provision of rural bus services i.e. Gower Sunday Bus Explorer 2016 to 2019;
• Building on previous Youth Service interventions to encourage local groups to take on similar activities using local resources;
• Exploring potential for community-based joint service provision using existing models of best practice e.g. Llanmadoc Community Shop;
• Addressing fuel poverty issues through exploration of different forms of renewable energy;
• Exploring options for enabling digital connectivity for rural communities and enterprises where there is currently no provision of services. By supporting digital inclusion the Partnership recognises that this not only helps lead to job creation through rural SMEs but will enable skills development within the community;
• The provision of financial and energy advice services to rural residents that will help prevent poverty within an aging rural population.

The above dovetails with the Swansea Council commitment to reduce poverty and its impact on residents as referred to section 1.2 of the LDS. The Partnership membership includes representation from Swansea Council’s Poverty and Prevention Team. This ensures an ongoing awareness of the challenges faced in rural areas and helps steer interventions that meet the Tackling Poverty agenda.

**Welsh Language (Cross Cutting Theme):** All RDP funded schemes must adhere to Welsh Language Standards. In summary this means that Welsh must be given equal prominence to English in all your communications and publicity, so you will need to consider how you will handle translation.