

Love the Broads

Guidance notes for applicants

Broads Trust

The Broads Trust aims to promote the conservation of the Broads and the well-being of the people who live in, work in or visit this magical area. Through our 'Love the Broads' programme we work with tourism businesses in the Broads to raise funds for conservation and local community projects by inviting visitors to make donations. This shows the businesses' commitment to the local area, and gives visitors a chance to make their contribution to the places they enjoy.

What kind of projects we support

The Trust wishes to use the funding at its disposal to stimulate and support sustainable and high quality projects which address the needs of the area. Projects will be expected to contribute to one or more of the following aims:

- protect and enhance biodiversity
- conserve and enhance the natural environment, including its wildlife
- provide appropriate facilities for residents and visitors
- maintain and improve the navigable waterways of the Broads
- promote the responsible use of land and water resources
- interpret the unique ecosystem of the Broads
- create educational resources to promote better understanding
- inform and engage the interest of young people
- sustain community life in the Broads area
- maintain the cultural heritage of the Broads area
- address the local consequences of climate change.

All projects will be required to demonstrate public benefit. The Trustees will collaborate with other organizations working for the benefit of the Broads and will participate in an effective network of such organizations, to ensure that

- projects are designed to achieve the maximum beneficial impact
- duplication is avoided
- results are measurable
- outcomes and best practice are widely disseminated.

The Trust will have regard to the UK Biodiversity Action Plan, the Broads Plan and plans formed by other key agencies including Norfolk County Council, Natural England, the Environment Agency, English Heritage and the Royal Society for the Protection of Birds and will ensure that projects supported are consistent with them.

Grants will be awarded to organisations or groups which are able to demonstrate that their projects will:

- make a difference to the Broads by meeting at least one of the aims set out above and will thereby benefit people's experience of the Broads.
- demonstrate a clear and positive contribution to the environment,
- be accessible to members of the public, and
- where possible involve and benefit local communities.

They must have the consent and support of the landowner (and, where appropriate, the tenant).

Amounts available

The amount of money available in each year is always dependent on the generosity of our visitors and the amount of fundraising which our business partners have been able to undertake each year. The grants we can offer are of two types. Some projects will be 'adopted' and funded from the Love the Broads contributions collected by a single business sponsor. This will offer the opportunity for a closer relationship to be built up between the business, its visitors and the project which is being delivered. Other projects will be funded from a more general small grants fund, which will be formed from the donations collected from businesses which are not sponsoring a specific project.

Business Sponsorship

The amount of money available for directly sponsored projects is always dependent on the amount of fundraising which their sponsoring businesses have been able to undertake each year. Experience of similar schemes which operate in other members of the National Parks family shows that the majority of business sponsors raise a maximum of a few thousand pounds per year for their chosen project.

If your project has a natural business sponsor with whom you would like to work, please tell us so that we can build this into our analysis of your needs. Please be realistic in what you are asking Love the Broads funds to support. In order for us to find an appropriate sponsor, it will be helpful if you could break down your project costs into smaller amounts, in the region of hundreds and/or thousands of pounds. Please talk to us if you are uncertain about your funding needs.

Small Grants

In addition to ongoing business sponsorship we operate a Small Grants Fund, where businesses can choose to donate or fundraise for non specific projects. This fund is used to award Small Grants to cover all or part of the cost of a project and this support is suitable for small projects or for organisations that lack the funding resources needed before the start of a project. We welcome applications from community groups and other organisations for small grants.

Who can apply

Support is open to charitable organisations and community groups, including village halls, parish organisations, youth groups (your group does not have to be a registered charity), social enterprises and conservation agencies. You must have a bank account with two signatories, and have a constitution or set of rules. Support is not open to individuals. We will

also consider applications from businesses but any grants awarded must be matched by 50% contribution from the business. Organisations which are offered grants must agree to abide by our Fundraising Agreement or Small Grants Acceptance Agreement.

Project ideas

The idea for a project can come from any type of organization or group with an interest in serving the Broads. We do not accept applications from individuals so individuals with a project idea will have to link up with a suitable organization that can help to nurture the idea. If you or your organisation has an idea for a suitable project, please contact the Administrator of the Broads Trust by email (the address can be found on the lovethebroads.co.uk website) and outline your idea. We will then contact you to discuss the details and evaluate initially if the idea can be worked into a formal project. If it looks as if it may meet the Trust's objects, appears to be practical, and within the scope of the Trust to achieve, you will be asked to work up the concept and formulate a formal project application.

Project Application

Completed application forms must be submitted to the Trust and will be scrutinized by the Project Grants Panel. **Your completed form should be sent by post to the address given on the Love the Broads website www.lovethebroads.org.uk for the round of applications for which you are applying.**

The guidance notes on the application form give further advice on the information which the Panel will need in order to make its recommendation to the Broads Trustees. Trustees will then make a final decision about the award of funds, after satisfying themselves that the project is worthwhile, feasible and remains in keeping with the Trust's objects and integrity. They will also need to make sure that the donations coming into the Love the Broads scheme can reasonably support the grants awarded.

Application Dates

Project Submission (application) forms may be sent in any time of the year and they will be assessed by the Project Grants Panel. The panel is formed from independent members of partner organisations and members of the Broads Trust. The panel meets twice a year, and the dates of its meetings are posted on the Broads Trust website. We will let you know the date of the meeting at which your application is to be assessed, and contact you as soon as we can after the meeting to let you know whether your application has been approved, and how we propose to take it forward.

Payments

If your application is approved and you are offered a grant, we will contact you to let you know how your project will be funded. If your project is one which will be delivered in partnership with a business sponsor, we will make the necessary connection so that your sponsor can work with you to raise funds. If you are awarded a grant under the Small Grants scheme we will endeavour to send you 90% of the funds we have allocated as soon as you have signed and returned the Acceptance Agreement and told us that your project is starting. The final 10% will be sent when you have completed the project.

The Broads Trust.

June 2013