

**E.**

## **Funding Opportunities**

## E. Funding Opportunities

### External Funding Opportunities

Potential funding opportunities for the Route to the Hills Project are summarised below.

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Aggregates Levy Sustainability Fund (ALSF)	£5,000 - £350,000	<p>Grants awarded can fund up to 75% of the total project costs (in exceptional cases this limit can be raised to 95%). Voluntary conservation bodies and charities can use volunteer time as match funding for the project. Currently the fund has five priorities:-</p> <ol style="list-style-type: none"> <li>1. Landscape and Nature Conservation</li> <li>2. Access and Informal Recreation</li> <li>3. Health and Well Being</li> <li>4. Education and Understanding</li> <li>5. Evidence Gathering.</li> </ol> <p>Any individual, company or organisation operating in England may apply for grant aid. Site-based projects should be located within eight kilometres of the quarrying cited on the application.</p> <p>Evidence must be provided that the Levy has been paid by the quarry company (or would have been paid in the case of former and redundant quarries).</p> <p>Applications should, if possible, always involve local communities in the initial consultation, planning and implementation of the projects.</p> <p>Evidence should show that the outcomes of the project suit the location and aspirations of the user community.</p>	<p>If the priorities of the ALSF remain the same in the next funding round the majority of the projects falls within priorities 1 – 4 which suggests that grant funding would be available for a number of options.</p>	<p>The Fund is currently closed, pending a new application round in 2011/12. The timing of which is to be confirmed. The criteria will be clarified when the next round of applications opens.</p> <p>Would also need to clarify if an aggregates facility / quarry is located within an 8 miles radius of the sites.</p>
Biffaward: Main Grants Community	£5,000 - £50,000	<p>Funding is available to projects which will result in improvements to community spaces, cultural facilities and places for outdoor recreation. The criteria for eligibility are as follows:-</p> <ul style="list-style-type: none"> <li>• The project's site is within 10 miles of a Biffa operation.</li> <li>• The project's site is also within 10 miles of a landfill site.</li> <li>• There will be a minimum of 104 days of full public access to the project per year.</li> <li>• The grant will be used for site-based improvement work, not for equipment or running costs.</li> <li>• Biffaward is unable to fund requests to help an existing facility meet the requirements of the Disability Discrimination Act.</li> <li>• Biffaward is unable to fund retrospectively, so you should only apply for money for work that will take place in the future.</li> <li>• The applicant organisation and project are eligible for enrolment and registration with the scheme's regulator, ENTRUST.</li> </ul>	<p>Both Rose Bank Gardens and Priory Park meet the location requirements of the funding stream. Access improvements to meet the requirements of the Disability Discrimination Act are not eligible for funding. However, other elements of the proposals would be such as improved facilities for children and young people.</p>	<p>Local Authorities are not able to apply for funding, therefore a not for profit entity such as a Friends Group would be required.</p>

## E. Funding Opportunities

Funding Programme	Organisation & Level of Funding Available	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Big Lottery: Community Wildlife	£300 - £10,000	<p>The Community Wildlife Fund programme aims to improve rural or urban environments so that people can enjoy them. The programme also aims to involve the local community in more wildlife based events.</p> <ul style="list-style-type: none"> <li>The programme funds projects that: <ul style="list-style-type: none"> <li>Protect wildlife habitats.</li> <li>Create nature trails, woodland walks or wildlife gardens.</li> <li>Improve natural spaces such as rivers, ponds and woodlands.</li> </ul> </li> </ul> <p>The programme also aims to encourage people to become more active and healthy, which can be achieved by:</p> <ul style="list-style-type: none"> <li>Exploring parks and the countryside.</li> <li>Learning about and searching for endangered species.</li> <li>Taking up gardening.</li> <li>Creating play opportunities for children to learn about nature.</li> </ul>	Wildlife and community engagement are the focuses of the funding scheme so the development of a wildlife walking link Rose Bank Gardens and Priory Park is an example of a potential project that could obtain funding.	<p>The programme has three rounds for applications. This year's deadlines for applications are:</p> <ul style="list-style-type: none"> <li>21 July 2010.</li> <li>22 September 2010.</li> <li>24 November 2010.</li> </ul> <p>The programme is open to applications from Local Councils.</p>
CEMEX Community Fund	£1,000 – £15,000	<p>Funding is available for:</p> <ul style="list-style-type: none"> <li>Projects which provide or improve community facilities.</li> <li>Projects which deliver biodiversity conservation for UK species or habitats.</li> <li>The restoration or repair of buildings for religious worship, or of architectural or historical interest.</li> </ul> <p>Due to regulatory restrictions all projects must:</p> <ul style="list-style-type: none"> <li>Be within 10 miles of a CEMEX landfill site.</li> <li>Be open to the public for a minimum of 64 days a year.</li> <li>Are in England, Scotland or Wales.</li> </ul>	Improvements to community facilities such as access works within the parks and play equipment.	The stage 1 Expression of Interest deadline: 26th January 2010. As an ENTURST scheme the application would need to be made by a community or Friends Group.
Groundwork: Community Spaces	Up to £49,000	<p>Community Spaces provide funding for community groups "that help to create and improve their local environment". To be eligible for funding:-</p> <ul style="list-style-type: none"> <li>The applicant must be a not for profit community group.</li> <li>The project must be within a 2 mile radius of a residential area.</li> <li>The project must be open to the public "most of the time".</li> <li>The project must deliver one or more of the following outcomes:- <ul style="list-style-type: none"> <li>Better local environments.</li> <li>An increase in people's access to quality local spaces for interaction, play and recreation.</li> <li>An increase in people actively involved in developing and running a practical environmental project that is visible in their community.</li> <li>Improved partnerships between support organisations, communities and authorities.</li> </ul> </li> </ul>	Community Spaces could provide valuable funding for a specific element of the Route to the Hills Development Plan for example the creation of a community garden within Priory Park or access improvements within Rose Bank Gardens.	Statutory bodies such as Local Authorities cannot apply as funding can only be applied for by community groups that are free to join and open for all. The development of a friends group would enable a funding application.

## E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Heritage Lottery Fund (HLF) and Big Lottery: Parks for People	£250,000 to £5 million	<p>The HLF require that Parks for People projects delivery five key outcomes:-</p> <ul style="list-style-type: none"> <li>Increasing the range of audiences.</li> <li>Conserving and improving heritage value.</li> <li>Improving the range of volunteers involved.</li> <li>Improving skills and knowledge through learning and training.</li> <li>Improving management and maintenance.</li> </ul>	<p>Funding is available for parks which are defined by the HLF as “an existing designed urban or rural green space, the main purpose of which is for informal recreation and enjoyment. It includes parks, gardens, squares, walks and promenades”.</p> <p>The Parks for People fund could therefore fund works within both Priory Park and Rose Bank Gardens. The five required outcomes of the funding stream would suggest that it could be used to support numerous proposed developments within the park such as improved play facilities, lighting, interpretation, access, welcome and management.</p>	
Heritage Lottery Fund (HLF): Landscape Partnerships	£250,000 - £2 million	<p>The Landscape Partnerships (LP) programme is administered by the Heritage Lottery Fund, and aims to promote heritage conservation as an integral part of rural regeneration.</p> <p>The programme is open to local, regional and national partnerships throughout the UK, who wish to conserve landscape areas of distinct local character.</p> <p>Priorities for support under this initiative are schemes which provide long-term social, economic and environmental benefits for rural areas by:</p> <ul style="list-style-type: none"> <li>Conserving or restoring the built and natural features that create the historic character of the landscape.</li> <li>Conserving and celebrating the cultural associations and activities of the landscape area.</li> <li>Encouraging more people to access, learn about, become involved in and make decisions on their landscape heritage.</li> <li>Improving understanding of local craft and other skills by providing training opportunities.</li> </ul> <p>Applications are invited from partnerships of a number of separate organisations. Partnerships can include the following:</p> <ul style="list-style-type: none"> <li>Representatives of local, regional and national interests, including local authorities.</li> <li>People whose livelihoods and quality of life depend on the landscape of the area represented. These may be represented by a group such as the National Farmers’ Union.</li> <li>Community groups.</li> </ul>	<p>Eligibility for funding is dependent on partnership working and the Project Management Group is an already established working partnership. As the funding is for landscapes, not just parks, it could potentially be used for elements relating to the routes / linkages between the two sites.</p>	<p>Applications for grants less than £1 million must provide at least 10% of the scheme costs from other sources. This increases to 25% for grants of £1 million or more.</p> <p>Development grants of up to £100,000 can be applied for after the first application round to assist short listed partnerships with their full applications. Partnerships must supply a minimum of 10% match funding for development grants, including at least 5% in cash.</p> <p>Completed first-round application should reach the relevant regional or country office no later than 30 November of each year, for a decision in a single annual batch by the Trustees in the following April.</p> <p>A Landscape Partnerships grant will be awarded to a not-for-profit organisation with a proper constitution which can be a lead partner on behalf of all the other member of the group. The lead partner will, on behalf of the other partners, manage a joint fund known as the LP Fund, which will be made up of various sources of funding, including the contribution from the Heritage Lottery Fund. The LP fund can be spent wither directly by managing activities, or indirectly by providing grants to others.</p>

## E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Heritage Lottery Fund (HLF): Landscape Partnerships (continued)		<p>Landscape Partnership schemes must include projects and activities that meet all four LP priorities. Schemes are also expected to cover an area in the range of 20km sq and 200km sq. The Landscape Partnership project area should be an area of land which has a distinct local character that is recognised and valued by local people.</p> <p>Applications will be assessed against the following criteria:</p> <ul style="list-style-type: none"> <li>• Historical significance.</li> <li>• Effective partnership working.</li> <li>• National, regional and local strategies.</li> <li>• Financially realistic.</li> <li>• Management and monitoring plans.</li> <li>• Long-term social, environmental and economic sustainability.</li> <li>• Value for money.</li> </ul>		
Rural Development Programme for England (RDPE) 2007 – 2013 West Midlands	Funding will be offered at between 35% and 100% of the eligible cost of most projects, rising to 70% for training and skills development.	<p>Advantage West Midlands is responsible for delivering the region's Rural Development Programme for England's (RDPE) 2007 - 2013 mechanism. The funds for this programme have been allocated from the European Agricultural Fund for Rural Development (EAFRD).</p> <p>RDPE aims to safeguard and enhance the countryside, to improve the competitiveness and sustainability of rural business, and help communities to thrive.</p> <p>Advantage West Midlands has developed action plans to deliver RDPE to five specific sectors:</p> <ul style="list-style-type: none"> <li>• Food and drink industry.</li> <li>• Tourism.</li> <li>• Environmental technologies.</li> <li>• Support for the livestock industry.</li> <li>• Improving community infrastructure, cohesion and development.</li> </ul> <p>In the West Midlands, Advantage West Midlands has a budget of around £53 million over the life of the RDPE programme until 2012 that equates to just under £9 million a year.</p>	Achieving economic development and sustainability by improving the connections between the hills and the Town is a key objective of the Route to the Hills project. This links with tourism and improving community infrastructure, cohesion and development two of the specific sectors identified by the RDPE.	<p>Please note this fund is currently administered by Advantage West Midlands (AWM) and therefore subject to change as a result of the proposed closure of AWM.</p> <p>The programme is available for:</p> <ul style="list-style-type: none"> <li>• Land based businesses such as farmers, growers, foresters and primary producers.</li> <li>• Rural tourism organisations.</li> <li>• Other small rural businesses with 10 or less employees and a turnover of less than 2m EURO.</li> </ul> <p>There is currently an open call for applications to this programme.</p>

## E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Rural Development Programme for England (RDPE) 2007 – 2013 West Midlands (continued)		<p>Available grants under the RDPE (2007-2013) in the West Midlands are as follows:</p> <p>Rural Enterprise Grants (REG): a capital grants programme available to farmers and specific rural micro-businesses in the West Midlands region. The REG programme can fund small scale diversification and business development projects for the benefit of rural businesses. Funds are available for eligible applicants for investments in Environmental Technologies, Food and Drink, Tourism and Livestock related activities.</p> <p>Strategic Investment Grants: a grants programme primarily looking to support investments in fruit and vegetable packing and processing, supply chain facilities in the livestock sector and centralised storage and processing facilities for combinable crops.</p>		
Severn Waste: Environmental Fund	£1,000 - £20,000	Severn Waste Services, in partnership with Welcome to Our Future, provides funds derived from the Landfill Tax Credit Scheme via the Severn Waste Environmental Fund (SWEF). The Fund supports community and voluntary projects that promote Local Agenda 21 and sustainability issues that involve local communities in Herefordshire and Worcestershire. The fund has a number of core objectives for projects including Object D - The provision, maintenance or improvement of a public park or other general public amenity.	Local Agenda 21 is concerned with the protection and enhancement of historic buildings, landscapes and archaeological sites.	As with all Landfill Tax Credit schemes and application cannot be made by a statutory body such as a Local Authority.
Sustainable Development Fund - Malvern Hills AONB	£1,000 - £10,000	<p>Worcestershire County Council administers the Sustainable Development Fund on behalf of Malvern Hills Area of Outstanding Natural Beauty (AONB). The Fund, provided by DEFRA via Natural England, is aimed at supporting practical work and projects that help to enhance the landscape, biodiversity and countryside character of the AONB.</p> <p>Although the applicant does not have to be located within the Malvern Hills AONB, supported projects should directly impact the area.</p> <p>Projects should:</p> <ul style="list-style-type: none"> <li>• Further the purposes of the AONB.</li> <li>• Help deliver the AONB Management Plan.</li> <li>• Show sustainable development principles.</li> <li>• Have community support or involvement.</li> </ul>	The fund focuses on projects that will help the development and enhancement of the AONB. It could be argued that the Route to the Hills Project would help improve links between the town of Malvern and the AONB to the benefit of both.	Eligible applicants can include public, private, voluntary and community sector organisations, businesses and individuals.