



Guidance in completing the Expression of Interest Form

Who is this Guidance For?

This guidance is for anyone preparing an Expression of Interest with the intention of applying for funds from the Worcestershire LEADER Programme.

Our funds are allocated for activities set out in the Local Development Strategy (LDS) and that contribute to the Rural Development Programme for England (RDPE) Measures. Therefore before you prepare your Expression of Interest, you should ensure that you have made contact with a member of the LEADER Project Management Team who will be able to advise you if your project fits the aims and objectives of the LEADER programme.

The LEADER Project Management Team consists of:

- Elspeth Fry
LEADER Project Manager
01905 822013
efry@worcestershire.gov.uk
- Aimee Davis
LEADER Project Assistant
01905 822833
adavis1@worcestershire.gov.uk



The Worcestershire Local Action Group

The Worcestershire Local Action Group (LAG) is the delivery body for Worcestershire LEADER, and is made up of representatives from a variety of local community organisations. The LAG makes the final decision of the allocation of LEADER funds.

The Application Process – A Brief Overview

The Worcestershire LAG has a defined two stage process for appraising and approving requests for project funding.

The first stage, the Expression of Interest, is designed to give you the opportunity to tell us about your project at an early stage so that a decision can be made on whether it is eligible for LEADER funding.

If your project is eligible, we may endorse it and invite you to develop a Full Application, at which point you will be provided with a second form to complete. Any endorsement is likely to carry conditions which will guide you in your project development to make your case for funding at Full Application Stage.

If we do not think your project has the potential to make the full case for our funding we will tell you at that point and explain our decision. This will save you from further abortive work developing a project that we will be unable to fund.

Important Information

If you are successful in being awarded LEADER funding, grant payments can only be made against items of expenditure that have been defrayed (i.e. already paid for, evidenced by a bank statement) by the project applicant, however grant claims can be submitted monthly. If you foresee this may be an issue for your organisation you should seek a partner organisation to act as your accountable body or to bank roll your project. Any arrangement of this nature should be agreed prior to submitting an application.

Submission of your Expression of Interest Form

Please submit **one full set of the signed paper copy** of your Expression of Interest, as well as an electronic version to:

Elsbeth Fry
LEADER Project Manager
PEP, Pavilion G3
County Hall
Spetchley Road
Worcester
WR5 2NP

1. Project Title

- Project Name:** What is your project called? Please try and avoid long and over-complicated names.
- Project Start Date:** The estimated start date (including **month and year**) assuming we approve funding. This date must be in the future to allow for the further development, appraisal, approval and any contracting processes.
- Project End Date:** The estimated physical completion date (including **month and year**) based on the start date given. Please note that projects cannot claim funding after December 2012.
- LEADER Funding:** The **total LEADER** capital and revenue funding you need from us.

2. Project Applicant

- Organisation Name:** The name of the organisation applying funding.
- Contact Name:** The person who will work with us on the day-to-day management of your project. And the first point of contact should any element of the project need further discussion.
- Telephone numbers:** We will normally contact you during weekday, daytime working hours, although it may be possible for us to contact you at other times. It may help to speed up your application if we can contact you easily.
- E-mail address:** Most correspondence with you will be by e-mail for speed and simplicity, unless you specifically request otherwise. Please be sure to notify us if you change your e-mail address.
- Organisation Type:** Tell us whether you are a Private Sector, Public sector or Third Sector organisation. Third Sector Organisations are organisations established on a not-for-profit basis that are not directly controlled by the state (not part of the public sector). Double click on the square you wish to tick and select "checked".
- Will you work with other organisations:**

If 'Yes', please provide the name of the organisation(s). These should be organisations that you will work in partnership with to deliver the project.
- Is this your first application:** The LAG will give priority to new applicants, or previous applicants who are proposing a new area of work.

3. Project Detail

The Project Definition must tell us why this project is needed and why it will not achieve its objectives without our help.

3.1 Project Description

Provide a brief description of your project; what will be delivered and how it will work. Identify briefly what you will spend the LEADER funding on should your application be successful. If you have identified match funding please detail how you will spend this funding also.

3.2 Project Delivery Location

Please give the address, including postcode of the place in which the project will be delivered. If the project will take place at a number of locations, please give a brief description. It **must** take place within the eligible wards listed below:

Wychavon	Malvern Hills	Wyre Forest
Bowbrook	Alfrick & Leigh	Blakedown & Chaddesley
Bredon	Baldwin	Rock
Bretforton & Offenham	Hallow	Wolverley
Broadway & Wickhamford	Kempsey	Bewdley & Arley
Dodderhill	Lindridge	Cookley
Eckington	Longdon	Wribbenhall
Elmley Castle & Somerville	Martley	
Fladbury	Morton	
Hartlebury	Powick	
Harvington & Norton	Ripple	
Honeybourne & Pebworth	Teme Valley	
Inkberrow	Tenbury	
Lovett & North Claines	Upton & Hanley	
Ombersley	Woodbury	
Pinvin	Broadheath	
South Bredon Hill		
The Littletons		
Upton Snodsbury		
Badsey		
Drakes Broughton		
Norton & Whittington		
Pershore		

3.3 Project Need and Demand

Tell us about the opportunity or problem your project is intended to address and how it has arisen. We also need to know who will benefit from this project, particularly in relation to the local community.

Please note that if you are invited to Full Application you will be required to show evidence of demand for your project from the local community.

For example you may have:

- Organised a public meeting to consult on your project
- Undertaken a survey of existing and potential users
- Kept a waiting list of people requiring your service
- Researched if there are and similar services being provided in the area
- Researched statistics of those who could benefit
- Run a pilot project and analysed the success

3.4 Sustaining the Project

Explain briefly how the project's operation and benefits will be maintained after LEADER funding has finished.

4. Planning/Consents

If your project has or will require planning permission or any other sort of consent, please tell us, and to whom you have applied. If you are still waiting for a decision, please tell us when you expect to receive it.

5. Applicant Declaration

You must get the proposal signed by a senior person in your organisation who has the authority to make contractual commitments on its behalf. You should send both an electronic version and a signed hard copy.

Appendix 1 - Project Funding

This section provides you with the opportunity to identify the level of LEADER funding that you are applying for, as well as the matched funding that is available to deliver your project.

Please note that monthly grant payments can only be made against items of expenditure that have been defrayed (i.e. already paid for) by the project applicant. If you foresee this may be an issue for your organisation you should seek a partner organisation to act as your accountable body.

The LAG has set an upper limit for each project of £75,000 over the lifetime of the programme. If you are seeking a large amount of LEADER funding for your project this should be split over more than one financial year. There is no lower limit; however projects may find the application process not worthwhile for applications under £2,000.

The LAG can support projects through 100% LEADER; there is no requirement for match funding. If you are contributing volunteer hours to the project you will be asked to provide evidence of these. The exception to this is projects that fall under **Measure 331** (training and information) for which a minimum of 30% match funding of the total project cost is required, and must be provided each year. This can only be cash (not volunteer hours) and must be from a private source. If you require further clarification about what constitutes private match funding please contact a member of the Leader Team (please note Lottery funding is **not** classed as private match).

Appendix 2 - Project Outputs

RDPE Measure Information

The LEADER Programme is one of the delivery mechanisms of the Rural Development Programme for England (RDPE). The funding is delivered through the RDPE Measures, therefore all projects awarded LEADER funding **must** contribute to at least one of the Measures. An explanation of each Measure can be found below:

Measure 321: Basic services for rural communities	
Aim	To support the setting up of basic services to meet the needs of the local population.
Examples of eligible activities <i>(please note this is not an exhaustive list)</i>	<ul style="list-style-type: none"> • Cultural and leisure activities e.g. places for the production and display of local art and culture, including for community festivals and events, recreational activities, for instance development of local sports grounds and community parks/gardens etc. • Development of community buildings to provide services. • Developing community enterprises to provide key services e.g. childcare/eldercare. • Energy services – e.g. woodfuel based heat/and or power system for village/community buildings and community renewable energy projects. • Shop/retail services. • Support of ICT for community benefit.
Outputs	Population in rural area benefitting from new/improved service: Take a realistic view of the number of people from the eligible areas that could benefit from this project.

Measure 322: Improving village environments	
Aim	To support village renewal and development.
Examples of eligible activities <i>(please note this is not an exhaustive list)</i>	<ul style="list-style-type: none"> • Support small-scale infrastructure projects to develop or enhance village approaches, main streets, community buildings, amenity spaces, work spaces. • Encouragement of collaborative, networking social enterprises • Improving the functionality of community facilities.
Outputs	<p>Population in rural area benefitting from new/improved service: Take a realistic view of the number of people from the eligible areas that could benefit from this project.</p> <p>Number of villages supported: Enter the number of villages in the eligible areas that will benefit as a result of the project.</p>

Measure 323: Conserving traditional buildings and landscape	
Aim	To conserve and enhance the rural heritage as the basis for sustainable economic growth in rural areas.
Examples of eligible activities <i>(please note this is not an exhaustive list)</i>	<ul style="list-style-type: none"> • Environmental awareness actions and investments associated with the maintenance restoration and upgrading of rural heritage. • Undertake small-scale infrastructure improvements. • Studies and investments associated with maintenance, restoration and upgrading of the cultural heritage, such as the cultural features of cultural and environmental heritage.
Outputs	<p>Population in rural area benefitting from new/improved service: Take a realistic view of the number of people from the eligible areas that could benefit from this project.</p>

Measure 331: Training in business and traditional rural skills	
Aim	To enhance human potential required for the enhancement of the rural economy.
Examples of eligible activities <i>(please note this is not an exhaustive list)</i>	<ul style="list-style-type: none"> • Provision of vocational training and information including business skills and technical skills. • Vocational training in traditional rural skills, such as hedge laying, thatching, coppicing and dry stone walling.
Outputs	<p>Total number of training days: This is the total number of training days calculated as follows, and based on 8 hours per training day (shorter courses to be accounted for pro-rata, course preparation time by trainees can be included): 10 courses each lasting 4 hours with 5 trainees per course = $10 \times 0.5 \times 5 = 25$ training days</p> <p>Number of participants that successfully complete the training activity: Show the numbers that will complete the training activities. Participants must be 16 or over and from the eligible areas.</p> <p>Number of participants that expect to apply the new skills in practice: Show the numbers that expect to apply the new skills in practice. Participants must be 16 or over and from the eligible areas.</p>

Measure 421: Co-operation projects (in England and Europe)

If you have an idea for a co-operation project please discuss this first with the Leader Project Team.

Our Data Policy

The Accountable Body for the Worcestershire Local Action Group, Worcestershire County Council and Advantage West Midlands, undertakes to use its best endeavours to hold confidential any information provided in any proposal form submitted, subject to our contracting obligations under law, including the Freedom of Information Act 2000.

If you consider that any of the information submitted in the proposal form should not be disclosed because of its sensitivity then this should be stated with the reason for considering it sensitive. We will then consult with you in considering any request received under the Freedom of Information Act 2000 before replying to such a request.