



## ***What is ‘Natural Beauty’?***

Everything that affects, or has an impact upon, the landscape as described by the AONB Management Plan. Not just our physical landscape, but our cultural and social landscapes as well. Projects should identify which part of the AONB Management Plan they are helping to achieve, and should ensure that their impact on the area’s natural beauty is in accordance with the vision and policies of the Plan.

## ***What is ‘Sustainable Development’?***

The promotion and enhancement of the environmental, economic, and social well-being of the AONB, to ensure a better quality of life for everyone, now and for generations to come.

Achieving sustainable development requires meeting three main goals at the same time:

- Social progress which meets an identified need
- Protection of the environment
- Positive impact on the rural economy

Individual projects can place particular emphasis on any one of these goals, should seek to make progress on all, and must demonstrate no negative impact on any.

It is important to remember two things:

- That the grants must be spent in the financial year in which they are given.
- Successful applicants will be expected to help publicise the Sustainable Development Fund and the AONB, so you should have some idea how you might do that if you were to receive funding.
- There is no application deadline, grants are considered on a first come, first served basis.

## **Need help? Then contact:**

Anne Carney, Funding and Partnership Officer

AONB Office

Telephone 01725-517417

Castle Street

Cranborne

email: [annecarney@cranbornechase.org.uk](mailto:annecarney@cranbornechase.org.uk)

BH21 5PZ





## About you

### Sections 1 - 4

The contact details should be for the person who leads the project. The address should be the permanent home address of that person. If this is not possible for some reason, you must seek advice from the Project Officer. This need not necessarily be the person who takes responsibility for the grant application at the end of the form.

### Section 5

We need to know this as projects from public bodies can only be funded to 50% of the total project cost. Other projects can be funded to 75% (or more in exceptional cases).

## About your project

### Section 7

A concise description of what you want to do.

### Section 8

Tell us what you hope to achieve. Projects that produce tangible innovative outcomes are more likely to succeed. We want to know also about the wider, possibly intangible effects of your proposal.

### Section 9

This is different from Section 8, we want to know about the process you will go through rather than what you will achieve.

### Section 10

Look through the AONB Management Plan and see which policies or objectives your project may help to deliver: all projects must be able to demonstrate this.

### Section 11

Tell us what the need is for the project and how you have identified that need. Your project should be recognized and supported by the people it will affect. Does your idea have the demonstrable support or involvement of a community?

### Section 12

Use the main access point if it is a large site or a post code, but if in doubt please contact us.

### Section 13

The funds from SDF have to be spent in the financial year that they are awarded.





## Section 14 and 15

You may include detailed financial plans separately. The total costs and total income lines must be the same figure. Estimates of the value of in-kind or voluntary contributions should be based upon the costs that would be incurred if those goods or services had had to be purchased. Labour costs may be estimated using the table below.

| Type of labour supplied                      | Cost per hour | Cost per day |
|----------------------------------------------|---------------|--------------|
| Professional<br>(e.g. architect's drawings)  | £50           | £400         |
| Skilled<br>(e.g. research or administration) | £25           | £200         |
| Unskilled<br>(e.g. manual labour)            | £5.52         | £45          |

## Section 16

You may not have partners, but make sure you tell us about everyone who is involved with your project.

You can also tell us about the people involved in your project and what their part will be in your success.

## Section 17

Please include copies of any permissions or letters pertaining to them.

## Section 18

You must tell us about any other grants that your project has received or may receive in the future, particularly public funding. We may be able to support you in finding additional or alternative funding.

## Section 19

We need to know that the grant will have some kind of lasting effect. If your project is a one-off, then tell us what this will be, but if you want to start something that will be self-perpetuating then explain how this will be achieved.

## Section 20

We would like to know how you intend communicating with people, with each other, your partners and with us. In particular, how you will share the success of your project with other people.



# GUIDANCE NOTES



[www.ccwwdaonb.org.uk](http://www.ccwwdaonb.org.uk)



01725 517 417



AONB Office, Castle Street,  
Cranborne, Dorset, BH21 5PZ

## Section 21

What is your experience in delivering this kind of project? Do you have a track record of success? What challenges or hurdles do you foresee on the way to eventual success?

### What happens next?

The Project Development Officer is there to help you develop the best application possible. This may take one or two drafts but it will be worth it when you get your grant! Once you have submitted your application it will be reviewed.

Each year, the available SDF budget will be divided into two main project awards, and two smaller awards. This year, the awards are:

- Two awards of £1,000 with a minimum of £500 contribution from the applicant.
- Two awards of £500 with a minimum of £125 contribution from the applicant.

Applications will be reviewed on a rolling basis up to **31st October 2018**.

Please note that the AONB reserves the right to close the fund to applications earlier than the date shown if all of the funds have been allocated. If funds for the current year have been allocated do please still contact us as we may be able to signpost to other funds.

Applicants will be informed of the outcome within four weeks of applying. Each project will have to be **completed by 31<sup>st</sup> March 2019**.

For more information and to get the application forms and guidance, please go to the AONB web site at <http://www.ccwwdaonb.org.uk/our-work/grants-funding/>

All applications should be sent by email to:  
Anne Carney at [annecarney@cranbornechase.org.uk](mailto:annecarney@cranbornechase.org.uk)

If your application is successful then you will receive an offer letter which you will have to sign and return. Payment can then be made, so if you are an individual or small community group you can receive funds to start your project immediately.

