



Scotland Loves Local Fund II



Administered by



APPLICATION GUIDANCE NOTE

1. Introduction

This guidance note will explain the fund context, aims and purpose, requirements and will help you complete the application form.

The Scottish Government is inviting collaborations and partnerships of Local Authorities, Community and Development Trusts, Town Teams, community/neighbourhood/Town Partnerships, Community Councils, Business Improvement Districts, and other eligible groups to develop projects to **build the wealth of our local communities**, revitalise our local places, town centres, or 20 minute neighbourhoods; increasing footfall and activity. This will be by encouraging communities to 'think, choose and love local', improving, supporting, and promoting local places, and communities.

The fund is part of the Scottish Government's Scotland Loves Local Programme. It is a multi-year combined capital / revenue fund with the first phase inviting applications for projects requiring funding up to March 2023. Up to £2 million of funding will be available to commence projects in 2021-22 which requires to be matched by applicants. Match funding could come for example from commercial property value, Local Authority, Sustrans, Historic Environment Scotland, Community, VisitScotland, HE/FE, private sector, etc

The minimum project total value is £10,000 and the maximum is £50,000, this is made up of a 50% match funding minimum of £5,000, to a maximum £25,000 per locality project. We will accept applications for funding which may need to be carried forward into 2022-23 with a completion date of March 2023. The 2021-22 fund opens on Monday 9th August and closes on Friday 1st October. A second call for applications may be made in the 2022-23 financial

year. A panel consisting of representatives from Scottish Government, Local Government, Scotland's Towns Partnership, private and third sector will assess applications to ensure transparency and compliance.

2. Context

Our economic recovery must be a green, inclusive recovery, responding to the climate crisis and build on what we have learned during the pandemic from how well communities worked together, supporting each other and a shared sense of localism. Our Scotland Loves Local programme aims to respond to that, supporting communities to continue that work, and helping address disadvantage and create more resilient places and communities. The programme aims to complement the Regeneration Strategy, the Place Principle and Place Based Investment Programme and work ongoing on 20 minute neighbourhoods, Community Wealth Building and an inclusive wellbeing economy, Climate Action Towns, circular economy, public health outcomes, the Town Centre First Principle and Town Centre Action Plan Review.

The Fund is a manifesto commitment and part of the Scotland Loves Local Programme. This programme encourages everyone to think local first, to safely support businesses in their community, boosting local economies and fuel the nation's recovery from the Covid-19 pandemic whilst supporting inclusion, and climate mitigation. The £2 million Scotland Loves Local Fund II aims to empower communities by enabling local collaboration and delivery, giving them support to help them achieve what is important to their local place.

The fund builds on the Scotland Loves Local fund and towns funding in 2020-21 and complements the new Place Based Investment Programme (PBIP), the Vacant & Derelict Land Investment Programme and the Investing Communities Fund and Strengthening Communities Programmes. The PBIP is being used to link and align all place-based funding initiatives to ensure we have a coherent approach to sustained longer term renewal, promoting the resilience, health and wellbeing of communities across Scotland.

3. Aim of Fund

The key aim of the fund is to **build the wealth of our local communities, revitalise our local places, town centres, or 20 minute neighbourhoods**, increasing footfall and activity by encouraging communities to 'think, choose and love local', improving, supporting and promoting local places, and communities. This can include making small scale local place-based improvements, recognising the importance and actively engaging and developing the local area.

When thinking about how you achieve this aim you could consider what difference your project will make to:

- Your local place, in accordance with the Place Principle and/or Town Centre First Principle,
- Realising 20 minute neighbourhood ambitions,
- Net Zero or low carbon,
- Local environment and green infrastructure,
- Reducing inequalities; supporting social inclusion, disadvantaged communities, or having an impact on wider disadvantaged areas,
- Resourcing for the Place Based Investment Programme (i.e. links to shared ambitions, collaboration, improvements, outcomes),
- Supporting Scotland Loves Local activity such as campaign or loyalty card,
- Building the wealth of your local community/businesses,
- Supporting partnerships and localised responses in towns, and 20 minute neighbourhoods,
- Building partnerships/collaborations with businesses and/or the local community.

4. Eligibility and Scale

Project Eligibility

The application process is geared towards supporting strategic and collaborative localised projects, ideally developed in partnerships. We estimate that circa 100 projects will receive funding. The project must be consistent with and confirm wider links to Place Plans. This is mainly to avoid duplication. Applications will be judged on the quality of

the localised response proposed, and funding may be adjusted to reflect the quality of application. The fund may prioritise projects that:

- Include community and/or business collaboration on shared ambitions for their place,
- Supports the expansion and uptake of Scotland Loves Local activity,
- Supports delivery and implementation of the Place Based Investment Programme,
- Evidence solutions that contribute to Scotland's net-zero emissions target,
- Evidence inclusion especially in towns or neighbourhoods in areas of higher multiple deprivation as categorised by the Scottish Index of Multiple Deprivation (SIMD) measurement.

Grant recipients must comply with Scottish Government's Fair Work/Living wage policy and include evidence that demonstrates why support is required within the community e.g. SIMD.

Scale

The Scotland Loves Local fund will offer applicants 50% match funding of a minimum of £5,000, to a maximum £25,000 per locality project i.e. total project value £10,000 to £50,000. Projects larger than the maximum should feel free to make enquiries so demand can be assessed and reviewed.

Please note, multiple grant applications for one settlement will only be considered under exceptional circumstances. We expect the level and distribution of grants will be allocated between capital and revenue project applications but flexibility in this can be considered.

Eligible Organisations

We will fund constituted groups with bank accounts and suitable governance controls.

We ask that your most recent bank statement to confirm your bank details be submitted on application to allow for a speedy transfer of funds in the case that the application has been approved by Scotland's Towns Partnership, and it is then accepted by the eligible applicant organisation.

Constituted groups include locally based groups such as:

- A partnership or collaboration involving 2 or more of the below,
- Town Centre Partnerships and Town Teams,
- Chambers of Commerce,
- Community or Development Trusts,
- Charitable Community Groups,
- Business/Trader Associations,
- Business Improvement Districts (or Community, Digital or Tourism Improvement Districts),
- Housing Associations,
- Cooperatives, Social Enterprises and other Third Sector bodies,
- Community Interest Companies (CICs),
- Scottish Charitable Incorporated Organisations (SCIOs)
- Local Authorities (a LA may wish to apply on behalf a collaboration),
- Destination Marketing Organisations (DMOs)

Geography

Analysis will be undertaken when agreeing awards to ensure there is a fair geographic spread of funding. Settlements of all sizes will be supported.

5. Projects and Activities

Those benefiting from the fund will be expected to use all funding to support their localised project/strategy. Please note that funding received from this year's allocation of the Scotland Loves Local Fund II should be expended by 31 March 2023.

Below is a non exhaustive list of ideas and suggestions which could form a part of this strategy, and which can be tailored to local needs and circumstances. Scotland's Towns Partnership will assist by hosting information about funding, case studies and best practice in relation to the Scotland Loves Local Fund on our web platform and at lovelocal.scot.

Project Ideas

Ideas of the types of projects that we may consider (projects can be revenue, capital or a combination):

Revenue projects:

- Marketing and Advertising, using the Scotland Loves Local communications pack resources. This may include developing social media, print and local campaigns around a 'Love Local, Choose Local' message,
- Direct funding or expansion of the Scotland Loves Local Town and City loyalty Cards, Ambassadors, e.g. street ambassadors, evening economy teams,
- Small scale improvements and information to support the 20 Minute Neighbourhood concept, e.g. maps/signage/small scale infrastructure to join up neighbouring villages/suburbs as a single destination, and which advises on active travel routes and facilities available within 20 minutes,
- Providing information for local residents/tourists (such as in the lead up to Christmas) on safe shopping, business, community and leisure opportunities in local places,
- Projects to encourage cooperatives, independents and social enterprises to develop local initiatives, collaborations and community ownership (such as Community Wealth Building approaches),
- Create local online job or volunteering platforms,
- Revenue costs to support Place Based Investment Programme implementation,
- Projects that support using vacant retail spaces such as pop up and community shops in town centres,
- Climate Action, Active Travel and Digital programmes in town centres and neighbourhoods,
- Culture, Heritage and Creative town centre and neighbourhood projects to drive footfall,
- Well-being (sport, health, activities e.g. healthy product markets, exercise programmes).

Capital projects:

- Physical distancing and public health infrastructure: Supply or installation of distancing markers, outdoor protection while queuing, street marking, protective screens, PPE, and hand sanitising equipment. Please note, applications should only include future procurement of PPE and infrastructure and not retrospective claims,
- Make minor adaptations to continue trading safely and improve the local environment e.g. canopies, outdoor furniture, lighting,
- Small scale green/wellbeing infrastructure projects, such as 'pocket parks', outdoor exercise equipment, tree and greenery planting,
- Refurbishment/enhancement of vacant and derelict sites,
- Shared home delivery digital schemes to encourage digital shopping in the local community using local providers instead of major chains,
- Local digital projects for advertising, provision of information, similar to work being carried out by some Business Improvement Districts and aligned with national projects like the Scotland Loves Local loyalty card.
- Markets (e.g. stalls and fixed equipment, installation of power),
- Events and performance space (e.g. creation of outdoor space, performance area, fixed seating, canopy).

6. Process and Approval

Timeline

Eligible organisations can apply for the Scotland Loves Local Fund II from **Monday 9th August 2021**. The final Applications can be submitted at any time until the closing date which is **Friday 1st October, 5pm**. We envisage payments will be made around the end of October.

The Scotland Loves Local Fund II panel will assess and make recommendations on applications to the Scottish Government Ministers for final agreement before awards are made.

Process

Submit your completed application by email to Alison Jones: alison@scotlandstowns.org. You will receive an acknowledgement that your application has been received and the initial fund eligibility has been checked, i.e. organisation structure, a relevant Local Authority co-signatory and bank statement. Applications will be judged on merit but unfortunately there is a possibility that not all will be funded and that some may be part-funded.

Funding offer

As part of the offer of funding there will be a requirement to:

- Provide information on proposed project / activity.
- Maintain accurate records of your project activity and expenditure.
- Provide feedback on your project's progress. An activity report will be required to be submitted at a date agreed after the funds have been dispersed.
- See also Section 7: Communications and Marketing.

7. Communications and Marketing

If you are successful in your application, you are encouraged to issue a local press release or notice on social media welcoming the award and indicating the activities that the monies will help to support. Key social media handles are: @ScotlandsTowns and @ScotGovFairer, using #ScotlandLovesLocal. If you would like to discuss or request input for a press release, please contact Alison Jones, alison@scotlandstowns.org. Scotland's Towns Partnership will continue to encourage people to engage with their town centres and high streets via our 'Scotland Loves Local' media and digital communications campaign and the Scotland Town and City Gift Card platform.

8. Completing the Application Form:

The application form consists of five sections. Each section must be completed in full before the application will be assessed. Please send your completed application form to Alison Jones at alison@scotlandstowns.org.

Section A:	Basic Information
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Q1. Contact and Eligibility Details

- **Contact Name** - Who is the lead contact for the purpose of this application? This is the person who we will communicate with on a day to day basis e.g. Manager/CEO.
- **Organisation Name** - Please enter the name of your (lead) Organisation.
- **Organisation Structure** - Please enter your collaboration and/or organisation's structure. This could be, for example: Town Centre Partnerships, Town Teams, Traders or Business Associations, Business Improvement Districts, Chambers, Community or Development Trusts, Housing Associations, Council-led initiatives, CICs, SCIOs or Charitable Community Groups, Destination Management Organisations, etc.
- **Town/Settlement** - Please state the town/neighbourhood/settlement area that you are applying on behalf of .
- **Population** - Please also state the town/settlement population size. Census data for localities can be found on the Understanding Scottish Places platform <https://www.usp.scot/>. Further data is available on the NRS website.
- **Telephone Number** - Please enter the telephone number of the lead contact.
- **Address** - Please enter the address of the lead contact – this is the organisation address NOT personal address.
- **Email** - Please enter the email address of the lead contact. Please ensure this is entered correctly to avoid emails being undeliverable.
- **Website** - Please enter your organisation's website address (if applicable).

Q2. Local Authority Contact Details (as applicable)

- **Local Authority Contact Name** - Please enter the name of the Council Officer you will be working with for the purposes of this project/programme, where applicable.
- **Position of Local Authority Contact** - e.g. Head of Economic Development, Director of Place Management.
- **Telephone number** - Please enter the telephone number of the above.
- **Address of Local Authority** - Please enter the address of the Local Authority Head Office.
- **Email** - Please enter the actual email address of the Council Officer and NOT a generic contact email.

Section B: Local Project

Q1. Briefly describe what the project intends to deliver (please limit this to two paragraphs/Bullet points)

Include a Brief overview of the project using either two paragraphs or equivalent details in bullet points, i.e. what you will be doing, how you are going to do it and include any partners and the roles they will play.

Q2/3. Briefly describe how the project meets the aims of the fund

In Q2, tick all project aims/themes as applicable, as per section 3 of this note. In Q3, detail how the project meets the key aim of the fund, please limit this to two paragraphs. Then provide bullet points on how you will achieve the specific aims/themes your project relates to, as outlined in in Q2.

Q4. Is the proposed project / activity a Revenue or Capital project?

Please indicate whether your project will support revenue, capital, or both. Revenue refers to a project's operational expenses, whereas capital creates assets.

Section C: Project Details

Q1. What are the estimated total costs to deliver the project:

Please give an indication of the proposed project costs.

Q2. What funding will your partnership or organisation contribute, directly, or via partnership or external funds?

Enter the amount of any funding your organisation, partnership or external funding providers will contribute for the project.

Q3. Please provide a projected cost breakdown for your project.

Please give an indication as to what the funding you are requesting will be spent on. There is no need to itemise the spend fully - broad headings will suffice at this point. Consider, specific to project/programme, such items as (but not limited to); staff costs, material production, purchasing of items/goods/services, marketing materials, volunteer expenses, etc.

Section D: Bank Details

On application, please provide Bank Details along with a copy of your latest bank statement. The bank account must be able to accept BACS payments.

Section E: Endorsement

The application must be signed by an authorised signatory from the applicant organisation and countersigned as appropriate by the lead Local Authority contact. At this point, the applicant confirms the organisation is solvent, that they will conform to Fair Work/Living Wage Policy and that they hold relevant signing authority.

