

# Guidance Notes

To help keep our Island green for future visitors

Create a  
campaign

Deliver a  
project

Provide a  
legacy

Expression of Interest sought for exciting campaigns that will inspire visitors to reduce their car usage.

Projects must be aimed at one or more of the six sustainable transport themes identified by Visit Isle of Wight, which are:

Bus



Rail



Walking



4 Legs



Water



Cycling



In the first instance tell us in not more than 500 words:

1. What your project will do?
2. What you project will achieve?
3. How much funding you need?

Expressions of interest can be made at any time until Wednesday 7<sup>th</sup> October. Feedback will be provided within 5 working days and you will have the opportunity to develop your idea, those who stand the greatest chance of success will be invited to make a full application.

More information about the scheme can be found in the guidance notes below.

# Guidance Notes



## 1. Introduction

Central government funding has been secured by the Isle of Wight Council from the Local Sustainable Transport Fund (LSTF). The LSTF will inspire residents to build active and sustainable modes into everyday journeys, supporting economic growth and reducing carbon through an innovative programme of workplace engagement and sustainable travel business activity.

Part of this funding will be made available through a grant fund to which businesses and organisations can apply to develop their own projects/activities which benefit the Island and support the LSTF objective of reduced the impact of visitor travel on the Isle of Wight, while growing the value of the visitor economy.

This document provides background information to assist potential applicants to develop high quality submissions to the **Drive Less, See More 2** fund.

## 2. Objectives of the Drive Less, See More 2

The fund supports projects which contribute to both of the following LSTF objectives:

- **reduce the impact of visitor travel on the Isle of Wight, while growing the value of the visitor economy**, for example by increasing the use of public transport by visitors to the Island.
- **reduce carbon emissions**, for example by bringing about an increase in the volume and proportion of visitor related journeys made by low carbon, sustainable modes including walking and cycling.

Furthermore, applicants are advised to ensure that applications accord with the LSTF bid applications, to view/download on the Isle of Wight Council website, see link below:

<https://www.iwight.com/azservices/documents/1190-LSTF2-bid-application.pdf>

## 3. Pre-Application Stage

### Who can apply for funding?

Applications are welcome from businesses and not for profit organisations.

### How much money can be awarded?

The smallest grant that can be awarded is £5,000, there is no upper limit beyond the available funds. There is a maximum of £47,000 of grant funding available of which, £37,000 will be allocated to *revenue* expenditure and £10,000 to *capital* expenditure.

Match funding is required. Applicants must demonstrate that an equal amount to that requested from the grant is provided in match funding to the project. Match funding includes financial support in the form of cash and other grants (not LSTF funding), staff time and in-kind support in the form of goods and services.

The following can be considered as match-funding:

- cash or other grants
- cost of tangible items either paid for or given freely, for example media space
- staff time, for example your own staff or professionals who work on the project but you are not seeking grant funding for, such as a web designer
- volunteer time

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## What type of expenditure is not eligible for funding?

The fund is not able to cover the following:

- expenses incurred before the grant agreement is signed
- costs associated with putting your application together
- loans and interest payments
- VAT that you can recover

## When will projects be delivered?

We anticipate that successful applicants will be able to start their projects towards the middle of November 2015. Projects must be delivered and benefits realised by Friday 12<sup>th</sup> February 2016 when a final project reporting must be submitted.

## 4. The Application Process

In the first instance Expression of Interest should be submitted at any time until Wednesday 7<sup>th</sup> October 2015. Feedback will be provided within 5 working days, you will have the opportunity to develop your idea and those who stand the greatest chance of success will be invited to make a full application.

Full applications must be received by Friday 30<sup>th</sup> October 2015.

## How will my application be assessed?

Full applications will be checked to ensure that they are complete and meet the grant objectives. Applications will be assessed by a panel that have a wide range of knowledge and experience, representing a range of interests including sustainable transport and the Tourism Industry.

Successful applications will:

- further the aims and objectives of the fund
- demonstrate a need for the project on the Island
- provide value for money
- provide evidence of match funding and contributions from other sources
- explain the strength of skills within partnerships and the project team
- demonstrate that they can be delivered within a short timescale

The allocation of grant funding is a competitive process and not all projects may be funded.

**All interested parties are encouraged to liaise with Philippa Daley, at Community Action IW prior to making an application Tel: 01983 524058 or Email: pdaley@actioniw.org.uk**

Completed proposals should be submitted by post or hand to Community Action IW, Riverside, The Quay, Newport, Isle of Wight, PO30 2QR to arrive no later than **5pm on Friday 30<sup>th</sup> October 2015**. Community Action Isle of Wight takes no responsibility for applications that arrive late.

## 5. Post Application Stage

### What happens if my project is approved by the panel?

If your application is successful you will be notified by a representative of Community Action IW and you will enter into negotiation for a funding agreement. The funding agreement is a contract which details the outcomes, finances and timescales of your project.