



Scotland Loves Local Fund



Administered by
SITIP SCOTLAND'S
TOWNS
PARTNERSHIP

APPLICATION GUIDANCE NOTE

This guidance note will help you to complete the Scotland Loves Local Fund application form and provides key information about the Fund's purpose and requirements.

1. Context

The Scottish Government is inviting 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 improve and promote their local place, and communities. This can include making small scale local improvements and supporting localised responses in Town and settlement centres. The Scotland Loves Local Fund will provide grants of between £500 and £5,000.

The Fund is part of the [Scotland Loves Local](#) campaign, which encourages everyone to think local first and safely support businesses in their community as part of the drive to boost local economies and fuel the nation's recovery from the Covid-19 pandemic.

For local guidance and Covid-19 restrictions, please refer to Scotland's [Recovery Route Map](#) and [Coronavirus in Scotland](#) briefings.

The £1 million Scotland Loves Local Fund aims to empower communities by enabling local delivery, giving them support and guidance to help them achieve aims important to them. The fund encourages communities to 'love local', recognise the importance of their local areas, and actively engage and develop them.

Where you can agree a recovery strategy for a locality, the Scotland Loves Local Fund exists to help resource your project delivery through capital and revenue funding. This fund is administered by Scotland's Towns Partnership, the national body for towns.

Eligible organisations can apply for the Scotland Loves Local Fund from **Sunday 18th October**. **The final closing date for applications is 5pm, Wednesday 25th November.**

Applications can be submitted at any time until the closing date. We envisage there will be a Tranche 1 payment around the beginning of November, with the second Tranche of Awards following soon after the closing date.

2. Eligibility and Scale

The application process is geared towards supporting as many localised projects as possible. Applications will be judged on merit but unfortunately there is a possibility that not all will be funded: Some projects may also only be part-funded. We estimate that over 200 projects will receive funding.

The fund may prioritise projects that:

- include community collaboration on shared ambitions for their place
- evidence solutions that contribute to Scotland's net-zero emissions target and,
- evidence inclusion.

On inclusion, priority consideration may be given to towns in areas of higher multiple deprivation as categorised by the Scottish Index of Multiple Deprivation (SIMD) measurement. You should include evidence that demonstrates why support is required within the community e.g. SIMD, rural disadvantage, or other measures.

Preference may also be given to groups which are not in receipt of funding from the Towns and BIDs Resilience and Recovery Fund (TBRRF).

Further information on finding your [SIMD datazone](#) and [how to use the SIMD](#) can be found in the links provided.

Scale

The Scotland Loves Local fund will offer applicants funding of a minimum of £500, to a maximum £5,000 per locality project. Funding applications in excess of £5,000 will only be considered where exceptional justification is provided.

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.

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.

Eligible Organisations

We are inviting applications from constituted groups with bank accounts and suitable governance controls, and where a recovery plan has been agreed in partnership with the local authority. Local authorities are also able to apply directly to the fund. Please note that this fund is unable to provide direct support to individual businesses (private, for profit) - for information on business support funding see [here](#).

We ask that bank statements 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:

- Town Centre Partnerships and Town Teams,
- Chambers of Commerce,
- Community or Development Trusts,
- Charitable Community Groups,
- Business/Trader Associations,
- Business Improvement Districts
- Housing Associations,
- Cooperatives, Social Enterprises and other Third Sector bodies,
- Community Interest Companies (CICs),
- Scottish Charitable Incorporated Organisations (SCIOs)
- Local Authorities
- Destination Marketing Organisations (DMOs)

Quality Control

We will fund constituted groups with bank accounts and suitable governance controls, and the project must be consistent with wider place plans. This is mainly to avoid duplication and confirm wider links to Place Plans.

Applications will be judged on the quality of the localised response proposed, and funding may be adjusted to reflect the quality of application.

3. 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 the Scotland Loves Local fund must be fully expended by 31 March 2021, where an activity report will also be required to submit to the Funding Team.

Below are a 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:

Revenue projects:

- **Marketing and Advertising**, using the [Scotland Loves Local communications pack resources](#), on what local businesses have to offer. This may include developing social media, print and local campaigns around a 'Love Local' message.
- 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 ownership (such as **Community Wealth Building** approaches).
- Create local online job or volunteering platforms.

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:** This could include canopies, outdoor furniture and lighting.
- Small scale **green infrastructure projects**, such as 'pocket parks', tree and greenery planting, or 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 platform projects.

4. Process and Approval

Scotland's Towns Partnership will assess and make recommendations on applications to the Scottish Government for final agreement before awards are made.

Timeline

Sunday 18th October - Applications open.

Applications can be submitted at any time until the closing date. We envisage there will be a Tranche 1 payment around the beginning of November, with the second Tranche of Awards following soon after the closing date.

Wednesday 25th November, 5pm – Applications close.

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.

The application process is geared towards supporting as many local projects as possible. 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 5: Communications and Marketing.

5. 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 Ewan Robertson, ewan@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.

6. 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

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 Organisation.
- **Organisation Structure** - Please enter your 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** - Please state the town/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

- **Local Authority Contact Name:** Please enter the name of the Council Officer you will be working with you for the purposes of this project/programme.
- **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 one paragraph/Bullet points):

Include a brief overview of the project, 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. Briefly describe how the project meets the aims of the fund (please limit this to one paragraph/Bullet points):

Detail any supplementary information on how the project meets the aims of the fund. See Section 1-3 of this advice note. The main aim of the Scotland Loves Local Fund is to empower communities by enabling local delivery, giving them support and guidance to help them achieve aims important to them. The fund encourages communities to 'love local', recognise the importance of their local areas, and actively engage and develop them.

Q3. 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.

Q4. What project themes does your project relate to? (Tick all that apply)

Please tick the project themes that apply to your application. Project themes are outlined in Section 3. of this Application Guidance Note.

Section C:	Project Details
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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 organisation contribute, directly, or via partnership or external funds?

Enter the amount of any funding your organisation, partnership or external funding providers will invest in 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.

Q4. What difference will this project make to your local place? (i.e. improvements, outcomes).

Please tell us briefly the difference this project will make. i.e. why are improvements needed, linking to any place or community shared ambitions, and what the outcomes will be once the project is completed.

Q5 – Q6. As indicated, the Fund may prioritise projects that evidence inclusion and/or solutions that contribute to Scotland's Net-Zero emissions targets:

Q5. If applicable, please provide details of how the project will be supporting disadvantaged communities or have an impact on wider disadvantaged areas:

Use this space to detail any applicable details of how the project will support inclusion. Include evidence that demonstrates why support is required within the community e.g. SIMD, rural disadvantage, or other measures.

Q6. If applicable, please provide details of how the project will be supporting Scotland becoming a net zero emissions society by 2045:

Use this space to detail any applicable details of how the project will support net-zero emissions or the green economy.

Section D: Bank Details

On application, please provide Bank Details along with a copy of your latest bank statement.

Section E: Endorsement

The application must be signed by an authorised signatory from the applicant organisation and countersigned by the lead Local Authority contact.

Due to social distancing rules, a digital signature is acceptable.

The application must be jointly submitted by email from the applicant and the lead Local Authority contact.