



# SHAPINSAY DEVELOPMENT TRUST

## The Shapinsay Way Ahead Programme

### Guidelines for Applicants

Thank you for your interest in the SWAP. These guidelines will help you to fill in the application form. You should already have discussed your ideas with one of the Trust's staff members: please contact them if you need additional assistance at any point during the application process.

#### Eligibility

The SWAP cannot support every idea for a project that is presented to it. At any one time there will only be a limited amount of money available. For this reason, the Trust has drawn up a list of eligibility criteria to help applicants understand what kind of projects are most likely to be supported. Successful applications can come from anyone resident and registered on the electoral roll on Shapinsay, or groups, organisations or businesses based on Shapinsay. Projects must provide clear benefit to the wider community of Shapinsay.

The areas of greatest interest are related to the objects of the Trust, detailed in the Memorandum of Association, as follow:

- to provide in the interests of social welfare, facilities for recreation and other leisure time occupation available to the public at large in Shapinsay with a view to improving their conditions of life,
- to advance education and in particular to promote opportunities for learning for the benefit of the general public,
- to protect and/or preserve the environment for the benefit of the community and the general public,
- to provide or assist in the provision of housing for people in necessitous circumstances within Shapinsay,
- to relieve poverty particularly among the residents of the island of Shapinsay,
- to promote Shapinsay trade and industry for the benefit of the community and the general public,
- to promote, establish, operate and/or support other schemes and projects of a charitable nature for the benefit of the community of Shapinsay.



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In addition, extensive consultation was carried out prior to the publication of the Shapinsay Development Plan, 2011-2015, from which emerged eight strategic themes we are required to address:

- Education and Learning,
- Culture, Heritage and Environment,
- Recreation, Community Facilities and Local Services,
- Enterprising Community,
- Young People,
- Housing,
- Elderly Care and Support,
- Transport.

Projects addressing other needs are not excluded; applicants must be aware, however, that they may not be seen as high priority for the SWAP at this stage if they do not address objects and areas which have been identified as a priority. If you are in any doubt, please talk to a member of the Trust staff. Any exception to the above guidelines will be at the discretion of the Trust Board of Directors.

## 1. ABOUT YOU

1.1 Name of Applicant: This is the name of the applicant, not necessarily the person filling in the form. The applicant might be a group, business, organisation or individual.

1.2 Contact Person: The name and address and other details of the main person dealing with the project. When the Trust has any questions about the application, this is the person we shall talk to, so it should be someone who knows the project idea well and can answer questions about it. Telephone and email contact details are the most useful, as they allow questions to be answered quickly.

## 2. ABOUT YOUR PROJECT

2.1 Name of Project: A short memorable name is usually best, one that sums up what the project is for or about.

2.2 Need for the Project: This is one of the most important sections in the application. Do not write here what the project will do (that comes in the next section), but use this section to explain what problem or opportunity the project will address. For instance: "School-leavers have to leave the Island to



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find work, but there are opportunities for employment on the Island in the tourism industry. Shapinsay Tourism Project will equip young people with the skills, knowledge and experience needed to find work locally.”

2.3 What the Project will do: List the activities that you will carry out under the project, showing how these will help the project to meet its objectives. You must mention who will carry out the work of the project, and you should show that those people are available (they may be members of your group, or you may want to use the funding support to hire suitable people or buy goods or services that will contribute to your project). The activities should be measurable, as this will help you monitor how successful it is being as you implement it. For instance: “The Shapinsay Tourism Project will train 6 senior school students or recent school-leavers in hospitality and catering management each year for 3 years. Courses will be run in conjunction with local businesses and will be supervised by Orkney College”.

2.4 What benefits will the project bring to Shapinsay? You will be asked what the project is about by all sorts of people, some of whom might want to give you money for the project but who don't have a clear understanding of Shapinsay. Your activities (in 2.3 above) makes it easier for them to see clearly what it is the project will do, but it is also helpful to have a single sentence to describe the benefit of the project. For instance, “The Shapinsay Tourism project will raise standards of service in the local tourism industry and lead to an increase in visitor satisfaction of 10% a year between 2012 and 2015, which will lead to an increase in tourism income on the island.” This statement is often called the Objective of the project.

The Trust cannot support one project that will damage another project. Please explain how your project will avoid damaging existing projects. If your project will support existing projects, this is a good opportunity to highlight it. Trust staff can advise you.

2.5 When will the project start? Be realistic about the time needed to get all the funding in place. The start date will help us to plan paying your grant to you, and if the date turns out to be wrong it can create cash-flow problems for the Trust and you!

2.6 When will the project end? In the same way, be realistic about the amount of time you will need to do all the things you have planned to do in the project. Give yourself plenty of time.

## 3. MONEY

3.1 What will the Project Cost? All the activities of the project should be costed and the costs put into the table here. Use this table to show the costs that you are seeking funding support for. For instance, if you want support to help set up a project, the costs might be for getting the project started (training, equipment and so on), and running costs for a year until it can find its feet; once established it will earn enough to cover on-going costs, and those would not normally be part of the project. Large or complicated



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applications will have to include a more detailed financial plan, and the Trust staff can advise you on this. If you have many costs you can use the table 3.1 to summarise the costs and include a more detailed table as an annex to your application. Note that the Trust may want to support your project but feel unable to fund certain aspects of it (for instance, if you could get funding support from another source for some aspects); please work closely with Trust staff when you are working out the costs of your project. The total figure at the bottom of table 3.1 must be the same as the figure at the bottom of table 3.2.

3.2 Where will the money come from: Include here all sources of funding for the project. In the column STATUS please show if you have DISCUSSED it with the funder; APPLIED for the funds; or had the funding CONFIRMED. If you are contributing funds to the project please make sure you include yourself/ your group as one of the funders. Sometimes there will be non-financial contributions made to a project – a business may donate some equipment or use of premises rent-free, and volunteers may contribute significant amounts of their time. Please include these in both table 3.1 and table 3.2, as non-financial contributions. The total figure at the bottom of this table must be the same as the total figure at the bottom of the table 3.1.

## 4. RESPONSIBILITIES

Please read this section carefully. By signing the application, you agree to these conditions.

## 5. TICKLIST FOR FINAL SUBMISSION

- If your group or organisation is constituted, please give details: Company number (if applicable), charity number (if applicable), and enclose a copy of constitution, memorandum and articles of association or other founding document.
- Please provide some proof for the need of the project – letters from potential beneficiaries, or statistics from the census or other surveys, for instance.
- Letters from the other funders listed in table 3.2, showing that they have allocated funds to the project or that they are discussing allocating funds to you. Other letters of support, if appropriate.
- If your project requires planning permission or other forms of licences, approvals, or permissions, please provide copies if you already have them, or mention them as part of the project cost if you want the Trust to help pay for getting them.
- Bank account: please give us the details of the account you would like us to pay grant money into. If you are applying on behalf of a group, you must have a group account. The Trust will only agree to pay into a personal account under very exceptional circumstances, and then only sums up to a maximum of £500.



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- If you or your project will be working with children or other vulnerable people, you will need to have an appropriate child protection policy in place. Trust staff can advise you on this and on other policies or safeguards that you may need to have.

## 6. DECLARATION

The application form should be signed by the most appropriate person. It may be the person named in section 1.2, or it may be someone else. For a group or organisation it should be the chairperson, chief executive or owner. In the case of an individual applicant it should be the individual themselves.