Ticking the right boxes and appealing to the funder

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We will cover:

1. Making sure you are eligible
2. Making it SMART
3. Links to wider benefits
4. Outputs and Outcomes
5. Baseline information
1. Eligibility

Sounds basic, but make sure you are eligible!

Some funders have specific criteria e.g.:
- Registered charities only
- Need for constitution and bank account
- No local authorities
- Limited geographic area etc...

Use funding search tools to narrow your search e.g.

http://www.fundingcentral.org.uk/
Setting up a constituted group

- Charity Commission guidance on constitutions, bank accounts, trustees, registering as a charity and much more
  http://www.charity-commission.gov.uk/

- Hackney Parks User Groups – advice on setting up a group and sample constitution
  http://www.hackney.gov.uk/parks-setting-up-a-user-group.htm
2. Make it SMART

**Specific** – be clear and unambiguous

**Measurable** – have criteria for measuring progress

**Achievable** – set goals that are neither too high or too low

**Relevant** – make sure it’s important to you and the funder

**Timebound** – establish a time frame
3. Making links to wider benefits

- Your project is important to you, but make it stand out more by highlighting the wider issues it addresses.
- Funders often want to support projects with multiple benefits.
- Identify the outcomes of your project and the benefits that these could provide across a range of issues and services.
# Examples of wider benefits

<table>
<thead>
<tr>
<th>Biodiversity benefits</th>
<th>Engagement</th>
<th>Community cohesion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change adaptation</td>
<td>Health and wellbeing</td>
<td>Culture and arts</td>
</tr>
<tr>
<td>Education</td>
<td>Access to green space</td>
<td>Local food growing</td>
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</tbody>
</table>
Example

Project: woodland creation including public footpaths and interpretation

Potential benefits:
• Contribution to Biodiversity Action Plan targets
• Public access and related health and wellbeing benefits
• Education and engagement
• Contribution to local climate change adaptation
• Etc...
Biodiversity Action Plan Targets

- Biodiversity Action Plans (BAPs) are strategic documents that set out quantifiable targets for habitats and species.

- National, Regional and Local levels:
  - UK BAP
  - London BAP
    [http://www.lbp.org.uk/londonap.html](http://www.lbp.org.uk/londonap.html)
  - Hackney BAP

- Many funders expressly ask for details of how the project will contribute to BAP targets.
Making wider benefits SMART

Try to be SMART when discussing links to wider benefits e.g.
How many people will you engage?
How significant will the contribution be to local climate change adaptation?

If you don’t know – be honest.
Try not to waffle or make links where there aren’t any.
4. Outputs vs Outcomes

Outputs are the things that happen
e.g. physical work, planting, engagement etc.

Outcomes are the end results
e.g. what has been achieved from the outputs.

Many funders will want to know the proposed ‘outcomes’ of your project as well as the ‘outputs’ so they are clear what benefits the project will bring.
<table>
<thead>
<tr>
<th>Output</th>
<th>Potential Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 x 1hr guided walks</td>
<td>20% increase in number of self-led walks through site</td>
</tr>
<tr>
<td>0.5 hectare of annual meadow</td>
<td>10% increase in local population of <em>Bombus sp.</em></td>
</tr>
<tr>
<td>3 x orienteering sessions in a woodland</td>
<td>30% reduction in vandalism at the site</td>
</tr>
</tbody>
</table>
5. Baseline Information

- Lots of information available at local level.
- Use when project planning and to ‘sell’ your project to funders.
- Show that you understand your site, the local area and the needs of residents.
- Again, consider the wider issues and multiple benefits.
Baseline Information - Biodiversity

- Key for any biodiversity or green space project
- Greenspace Information for Greater London (GiGL) [http://www.gigl.org.uk/](http://www.gigl.org.uk/) are the London environmental and open spaces record centre
- Hold data on habitat and species records, plus much more
- Hackney Council have a Service Level Agreement so Hackney groups should contact [kate.mitchell@hackney.gov.uk](mailto:kate.mitchell@hackney.gov.uk) in the first instance
Abney Park example

GiGL data tells us:

Designations:
Local Nature Reserve
Metropolitan Site of Importance for Nature Conservation

Species:
10 protected species records
131 recent records (less than 10 years)
204 historic records (over 10 years)

Habitats:
12.54 hectares including:
- Native woodland 6.77ha
- Non native woodland 5.64ha
- Semi-improved grassland 1.25ha
Baseline Information – Ward Profiles

Explore the demographic, social and economic characteristics of the local population of each of Hackney's 19 wards

- Age
- Religion
- Housing
- Employment
- Crime
- Etc...

- Ethnicity
- Social class
- Education
- Health
- Land use

Baseline Information – Health Profiles

• Association of Public Health Observatories (APHO) have produced health profiles for all Local Authority areas including data on local health and comparisons to national and London averages

• Hackney Health Profile and Interactive Map
Health inequalities: a local view

This map shows differences in deprivation levels in this area based on local quintiles (of the Index of Multiple Deprivation 2007 by Lower Super Output Area). The darkest coloured areas are the most deprived in this area.

This chart shows the life expectancy at birth for males and females (2005-2009) for each of the quintiles in this area.

95% confidence interval. These indicate the level of uncertainty about each value on the graph. Longer/wider intervals mean more uncertainty.
Baseline Information – Other Data

Hackney holds data on a number of topics:

– Crime
– Deprivation
– Employment
– Languages
– Population

http://www.hackney.gov.uk/xp-factsandfigures-stats.htm
Key messages

1. Make sure you are eligible for the funding pot and consider formalising your group
2. Don’t sell your project short – be aware of the full range of benefits it could bring
3. Keep your application SMART
4. Know your outputs from your outcomes
5. Use suitable baseline information to show funders you are aware of local priorities
Hackney
Case Studies