Welcome to the guidance form for completing the expression of interest for the Growing Place-based Giving Programme, a £777k programme from the Department for Digital, Culture, Media, and Sport (DCMS).

The programme will support the development of up to six early-stage place-based giving scheme (PBGS) and aims to ensure that the chosen schemes work towards becoming sustainable, resilient, and are able to engage local communities and encourage donations to projects that benefit local people and their area. The programme will consist of a £600,000 **Incubation Fund**, with £50,000 available each year to each scheme in financial years 2018/19 and 2019/20 to cover core costs, and a **support package** consisting of tailored advice and guidance for each scheme delivered by a specialist support organisation.

# Part one: a brief guide to Growing Place-based Giving

## What is a place-based giving scheme?

We define a place-based giving scheme as a partnership between communities, philanthropists, corporate donors, and local organisations (e.g. businesses, civil society organisations), local authorities, and national funders that bring together resources in a collaborative way to benefit the community/ies in a defined geographic location. They will ordinarily be led by a local authority, a charitable trust or a community anchor organisation, such as a council for voluntary services. The schemes will engage communities as donors and volunteers, and also crucially as partners with a voice in what priorities and projects the scheme supports, promotes and funds.

## What is the programme all about?

The Growing Place-based Giving Programme will support the development of up to six early-stage PBGSs, helping to guide those schemes towards becoming sustainable and resilient. The aim is to help the chosen schemes to develop the governance structures, fundraising models, long-term strategies, and community engagement plans that will lead to them having a recognisable impact in their area long into the future.

The programme was developed in response to Government’s ambition, outlined in the Civil Society Strategy, to make giving as easy and compelling as possible. Our research shows that people want to be able to give to causes in their local area and see the impact of their donations, but there are few ways in which people can directly donate to their local place, as opposed to a particular local charity or cause. So we are looking to invest in ways that help people to give back to the places to which they feel they belong.

Early in 2018, DCMS commissioned research into place-based giving in England.[[1]](#footnote-1) The [final report](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/740270/Place-based_giving_schemes_in_England__final_.pdf) maps out a number of active place-based giving schemes across England and provides key insights into several of the schemes. It also assesses the resources and conditions needed for them to thrive and for new schemes to be established, as well as looking at the future of place based giving. This programme was developed based on the findings in that research.

## What’s available?

The programme will run from December 2018 until March 2020 and each participating scheme will have access to:

* a £600,000 **Incubation Fund**. Each scheme will have £50k per financial year (2018/19 and 2019/20) (a total of £100k over the course of the programme) to cover costs.
* a **support package** consisting of tailored advice and guidance delivered by an expert support organisation contracted by DCMS. The package is aimed at helping the participating schemes to become sustainable and impactful.

## Incubation Fund

Our research indicates that an incubation fund for place-based givingis most effective when it helps to cover the core costs of new schemes. We anticipate that most of the £100k funds available to each scheme will go towards staff costs, including hiring and maintaining a dedicated staff member to work on setting up the PBGS.

Please note that in appreciation that some schemes will be at the very earliest stage of development during their application process, it is not essential to have a detailed proposal for how a scheme will spend the fund.

The funds can cover:

* Costs, such as:
  + staff expenses (including wages, travel expenditure);
  + administrative expenditure (office equipment etc.);
  + brand development;
  + communications.
* The funds cannot cover:
  + match funding;
  + property or vehicle purchase/hire.

The funds will be distributed by the support organisation, who will in turn ensure that the monies are being used to further the specific aims of this programme.

## Support package

DCMS will procure a support organisation to deliver the support package and work with your scheme for the duration of the programme. The support organisation will have specialist knowledge of governance, strategy, and income models for civil society organisations and how to make them sustainable. The organisation will work with each scheme to design a bespoke package of support, helping you to navigate the often difficult first years of development.

The full support package will consist of:

* tailored **advice and guidance** based on the particular needs of each scheme, helping you to develop the kind of governance structures, income models, communications strategies, and long-term plans needed to become resilient, sustainable, and impactful;
* access to an **advisory group** of experts in this field, including representatives from Crowdfunder, convened by the support organisation. The group will advise your schemes and help to share learning;
* membership of a **peer network**. The network will help you to learn from the experiences and knowledge of other schemes at similar stages in their development. There is potential for this network to expand to include other PBGSs at a similar stage of development and for it to continue beyond the end of the programme.

The support organisation will also be responsible for monitoring the progress of your schemes, ensuring you reach key milestones in your development.

## Programme Timeline

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| **ACTION** | **DATE** |
| EoI for schemes published | w/c 12 November |
| Deadline for expressions of interest | **Friday 14 December (17:00)** |
| Announcement of successful schemes | **w/c 31 December** |
| Year one: design phase | January 2019 to March 2019 |
| Year two: delivery phase | April 2019 to March 2020 |

# Part two: things to be aware of before you start your Expression of Interest

## Who can apply?

We want to keep programme eligibility as broad as possible, although we expect the lead organisation will a local authority, charity, an institution (other than a charity) which is established for charitable, benevolent or philanthropic purposes, or a voluntary/community organisation.

The organisations eligible to apply can either be:

* an organisation that has had early ideas or discussions about developing a PBGS or;
* a PBGS that is less than a eighteen months into its operation.

The following types of organisation could serve as a lead organisation:

* a registered charity;
* a charitable trust or foundation;
* a community interest company;
* a local authority;
* a council for voluntary services;
* an organisation of another type not listed above if you operate as a community or voluntary organisation or a social enterprise.

We are open to applications from very early-stage PBGSs. These schemes might be partnerships between two or more local organisations that have not yet set up governance structures or a brand, or partnerships that are further along in their development but have been operating for less than eighteen months.

In the case of applications from early-stage PBGSs, we ask that you identify a lead organisation. The lead organisation will be our main contact for your project. They will have legal responsibility for all of the funding we award, and be financially accountable for any funds that are distributed to partners and delivery services. We will expect this organisation to ensure our reporting requirements are met.

We are not able to accept EoIs from individuals, sole traders, organisations aimed at generating profits for private distribution, organisations based outside of England or EoIs made on behalf of another organisation.

## How do I apply?

PBGSs can apply online by visiting Gov.uk and completing the EoI form, sending this to james.richardson@culture.gov.uk. The closing date is **Friday 14 December 2018.**

## Completing the form

This is your opportunity to tell us about the work that you want to do in your own words. You may well find bullet point replies are clearer and make best use of the space available and the word count.

Please ensure you have answered every question and read your application before you submit it. We recommend that you submit your application as soon as you are happy with it.

Your application must be submitted by **17.00** on **Friday 14 December 2018**. We are unable to accept any applications after this date.

## Help with your application

If you have any questions about Growing Place-based Giving or completing the application form or if you need it in a different format, please contact James Richardson ([james.richardson@culture.gov.uk](mailto:james.richardson@culture.gov.uk)).

## What will your organisation be asked?

Your EoI will be assessed by DCMS officials from the Office for Civil Society’s Youth & Social Action Team. We will be working with our local team across the country to ensure that relevant local knowledge is considered.

### Questions 1-6 provide basic information about your scheme.

### (Q7) Tell us about the place you’ll be working in and why you think place-based giving will work there. Tell us about the local area, its demographics, its economy, the levels of civil society activity, and other relevant factors that wil contribute to making place-based giving will be a success.

*For consideration*:

The place that you identify might be the size of a ward or parish, a borough, a city, or somewhere in between. However, the geographical boundaries should be defined by key characteristics such as the number of potential donors, the likelihood of the PBGS being able to engage the community in that area, business activity (i.e. are their potential corporate partners?), the presence of civil society organisations, and whether people identify with this place. We are interested in PBGSs that understand both the strengths and needs of their area and who can clearly demonstrate the potential value of a place-based approach to giving there.

### (Q8) Describe your vision for your place-based giving scheme over the next three years. How might your scheme’s longer-term operating model and brand look?

*For consideration*:

This section is an opportunity to tell us about your ambitions for your scheme. We appreciate that your development plans might not yet be fully formed, but we would like you to provide some basic information about the direction in which you would like your scheme to head.

### (Q9) What relevant local opportunities or challenges do you perceive to be on the horizon that might support or detract from the achievement of this vision? Tell us about some of the potential barriers you might have to overcome, as well as the local conditions which will help your scheme to thrive.

*For consideration*:

Local opportunities might be a strong philanthropic culture, a strong local identity, community attachment to the place in which your scheme will operate, several potential business/corporate partners, or local authority support. Challenges might be low levels of community action in recent years, resistance from other local organisations, or low levels of civil society activity. We would like you to provide an example of each opportunity/challenge you might face and explain why these are significant to your scheme, and what you could do to overcome these challenges.

### (Q10) How do you propose to spend the funds to deliver on the programme outcomes? Please refer to the guidance on what the funds can and cannot cover.

*For consideration*:

This question requires only a very basic breakdown of your proposed expenditure. We anticipate that, as per the rules on using the funds outlined above, most of the funds will go towards covering staff costs and we recognise that you might not yet have a detailed spending plan at this stage in your development.

### (Q11) The programme includes support on matters like governance, strategy, and business modelling to help you work towards a more sustainable future as a PBGS. At this stage, what support do you think you would need?

*For consideration*:

The support package offered as part of this programme aims to help your scheme get off the ground. This question will tell us about your current and longer-term needs and the extent to which a support organisation will be able to offer the right kind of tailored advice and guidance.

### (Q12) How will you involve the local community in the governance and development of the PBGS and how it distributes funds? Tell us how you will engage the local community and ensure that the PBGS addresses local issues.

*For consideration*:

One of the ultimate aims of this programme is to help increase investment in local communities, while empowering those communities to take action on the issues that matter to them. You should have a good understanding of how you will engage the local community as donors, potentially as volunteers, but importantly as a group with a stake in the scheme and the projects it supports and funds.

### (Q13) Do you have any match funding available to increase the financial impact of the incubation fund and how will that match funding be used? Please note that match funding is not essential in acknowledgement that some schemes might not be at that stage of development.

*For consideration*:

As stressed in the question, match funding is not an essential requirement for participation in the programme and the lack of match funding will not affect your application. The question is an opportunity for you to tell us about any resources you might have that you can commit to the project and how you intend to use them.

## An additional questions for early-stage schemes:

### (Q14) Tell us about your PBGS. Please provide information about who is in your partnership, who do you need to bring in, and what you have done so far.

*For consideration*:

Where possible, you should provide information about the partners in your scheme, your branding and communications, your leadership, governance, and administrative processes, any money raised to date, and any other relevant information.

**State aid**

Our funding is regarded as a state resource, so if it could give you a competitive advantage over other organisations offering similar services, it is likely to be deemed as State Aid and you will need to consider your State Aid position. There are exemptions for State Aid (e.g. de minimis) but these are applied on a case-by case basis.

Should you have any State Aid concerns, we recommend that you obtain a formal legal opinion in order to ensure your project is State Aid compliant. A legal opinion should set out:

* how our funding would affect your (or other organisations) competitive or financial position in relation to other organisations providing similar goods or services;
* the amount of funding you’ve received in the last three years that was classed as State Aid and whether this was classed as de minimis.

For more information about State Aid visit – [www.gov.uk/state-aid](http://www.gov.uk/state-aid)

**Equality Considerations**

Under the Equality Act 2010, Public Sector Bodies have a legal duty to assess equalities issues and consider the needs of all individuals in shaping policy and delivering services. Participating schemes should support DCMS in adhering to this duty.

For more information on the Public Sector Equality Duty visit - [www.gov.uk/government/publications/public-sector-equality-duty](http://www.gov.uk/government/publications/public-sector-equality-duty)

1. See the DCMS-commissioned report by C. Walker, ‘[Place-based giving schemes: funding, engaging, and creating stronger communities](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/740270/Place-based_giving_schemes_in_England__final_.pdf)’ (2018). [↑](#footnote-ref-1)