

If you need any further information or practical support contact the  
Community Development Team on 01362 656 820.

### Useful contact details for support & advice

#### Advice and Support

Breckland Council, Community Development Team: 01362 656820  
[www.breckland.gov.uk](http://www.breckland.gov.uk)

Norfolk Association of Town & Parish Councils:  
01603 664869

Norfolk Rural Community Council: 01362 698216  
[www.norfolkkrcc.org.uk](http://www.norfolkkrcc.org.uk)

National Association of Local Councils  
[www.nalc.gov.uk](http://www.nalc.gov.uk)

Society of Local Council Clerks: 01823 253646  
[www.slcc.co.uk](http://www.slcc.co.uk)

#### Some Funders suitable for local councils

Breckland Council match funding 01362 656820

Norfolk Rural Community Council: 01362 698216  
[www.norfolkkrcc.org.uk](http://www.norfolkkrcc.org.uk)

Awards for All, Grant Programme: 0845 600 20 40  
[www.awardsforall.org.uk](http://www.awardsforall.org.uk)

WREN: 01953 714105  
[www.wren.org.uk](http://www.wren.org.uk)

Biffawards: 0870 036 1000  
[www.biffawrd.or.uk](http://www.biffawrd.or.uk)



If you need this document in large print, audio, Braille, alternative format or in a different language, please contact the Community Development Team on 01362 656 820 or on email at [community@breckland.gov.uk](mailto:community@breckland.gov.uk) and we will do our best to help.

# Do It Yourself Guide

## Funding for Parish Councils



Until recently town and parish councils have been excluded from many sources of funding which have been open to voluntary and community organisations. This is changing! Funders now recognise the distinct role which parish and town councils play in rural areas.

This guide has been designed, to introduce your local council to the key steps that need to have been thought through before you make a funding application.

## ► Funding for Parish Councils



From the work we have done with parish and town councils it has become clear that they are not taking full advantage of the funding opportunities open to them. There are numerous grants or awards available which town and parish councils can apply to for their projects. Breckland Council Community Development Team provide project development advice and offer an online grant search service called Grantnet, available on the Breckland Council web-site: [www.breckland.gov.uk](http://www.breckland.gov.uk)

With all the possible grants available, it is often forgotten that money for projects can be raised locally. In fact doing this greatly enhances your application as funders are keen to see how much the project is valued by the community.

There are many ways a local council can raise money for projects. Local taxation and the precept is important but it isn't the only opportunity. Some examples are :

- Taxation (the precept)
- Organising Local Lotteries
- Hosting Bottle Banks
- Taking out a Loan to part fund a project
- Work in kind from local businesses
- Fundraising days- hosting fun days or parties, auctions of promises

**Checklist–** Points you need to think through as you develop your project.

- identified the change you want to make (outcomes)
- identified the need for the change
- decided on the actions you will take to create the change
- considered the alternative actions for achieving the change
- consulted with potential beneficiaries
- developed a plan to promote your project
- raised money locally for the project
- identified suitable funders
- obtained advice from the Community Development Team at Breckland Council

## ► Action

Now you have decided what you would like to change and why, you can begin to think how! It is very easy to settle with one idea and become fixed on it. Try to think of other ways of achieving your outcome, even if they later turn out not to be appropriate. Not only will this help you to eliminate any unsuitable options or expand on original plans, but it will show funders that you have considered other options and your actions are the best and most cost effective.



Having decided upon the actions your parish council will take to bring about the change needed, it is essential to make sure it will be used by those who it is intended to benefit. For this you may need to produce a plan for the promotion of your project. Promotion should not only be made on completion of the project but consistently throughout its development. This will help build on public interest and support. It also demonstrates to funders that the actions have been tailored to meet the needs of the intended beneficiaries.



Help is at hand for any project from the Community Development Team with identifying sources of funding and general advice and support. To speak with or arrange a meeting with a member of the team call 01362 656820, or write to Community Development, Elizabeth House, Walpole Loke, Dereham, Norfolk, NR19 1EE or email [community@breckland.gov.uk](mailto:community@breckland.gov.uk)

## Accumulating funds

It can be difficult for smaller councils to make a reasonable contribution to a project. A way around this is to put an amount aside each year for future community projects. Over a number of years, a small amount of money can accumulate into a significant sum. This money can then be used to lever in additional funding from external sources which, in the long run, will mean better value for money for council tax payers than if a project was financed solely from the council's precept.



## ► What do funders look for in a funding application?

When making any funding application there are 3 main things you need to have thought about:

- What will the project **change**?
- How do you know there is a **need** for the change?
- What are the **actions** which will create the change?



## ► Change

**Outcomes** are those changes which come about as a result of your project. For example, a project to install a play area may have new play equipment as an **output** and the **outcome** may be more active children with the opportunity to develop socially.

A good way to think about why funders are interested in outcomes, is to think of funders as investors. In the case of a business, money is invested in a project or scheme, the output is a product which can be sold and the outcome is to increase the financial return to the investor. The inputs are financial and the process is funded mainly to produce a greater return of money to the investor.



## Examples of Project Outcomes

In the case of a social or community project, money is invested by a funder, in order to produce social or community outcomes. Funders focus on the overall result and impact that your project makes rather than the outputs. They are interested in the changes your project makes. In the same way as an investor in a business is mainly interested in the financial return rather than the product, a funder is mainly interested in the outcomes rather than the outputs.



Being clear about your project's outcomes can be the hardest part of writing a funding application. As a local council, you may have an idea for a project which would benefit your community and its outputs might be clear to you e.g. play equipment, playing field or village hall extension. But you also need to be able to communicate to funders what the outcomes are.

The table opposite gives some examples of project outputs and outcomes.

### ► Proving the need for your outcomes

The need for your project and its outcomes may be apparent to you, but funders will want to see evidence of this need. Think about the change you are looking to make, then ask yourself how do I know this change is needed?

Proving the need for your outcomes can be split into two areas:

**Local consultation:** Using focus groups, questionnaires, village appraisal and open days, which provides a local view on a particular issue, project or scheme.

**Reviewing existing information and statistics:** This can support and strengthen local consultation and will be more important with larger projects.



Identifying the most appropriate way to demonstrate the need for the project can be complicated and worth getting advice before you start.

Type of Project	Output	Outcome
<b>Play area</b>	Play equipment	More active young people who have more opportunities interact and develop socially.
<b>Setting up a youth club</b>	Youth club at village hall once a week	Young people have opportunity to enjoy their spare time and develop socially. Young people are less likely to come to harm.
<b>Village Hall Extension</b>	Small extension with kitchen and disabled toilets	More people using the hall reducing social isolation
<b>Community Transport Scheme</b>	Car scheme set up	People without transport are less isolated and more mobile
<b>Footpath Project</b>	Circular way-marked footpaths identified and promoted	More active healthy people