



# GUIDANCE FOR APPLICANTS

**CYNNAL Y CARDI**

*Small Scale LEADER Grant Fund*

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# 1. Introduction

The Cynnal y Cardi LEADER grant fund can help you to make a difference in your community. We can offer funding from £1,000 to £10,000, with all activity completed and funding claimed by 30 November 2022. The grant will provide financial support towards revenue expenditure only.

The aim of the Cynnal y Cardi LEADER Fund is to provide small-scale financial support to:

- Organisations in their recovery post covid.
- Support opportunities for pre commercial activities.
- Pilot innovative activities that provides opportunities for testing the concept of an idea.
- Supporting activity that strengthens community cohesion.

More detailed criteria is provided below.

As part of your application, you will need to explain how the investment will support the priorities of the Local Development Strategy (LDS.)

**<https://www.cynnalycardi.org.uk/leader/local-development-strategy/>**

The proposal should align to the ethos and principles of LEADER and ONE or more of the Cynnal y Cardi LDS priorities. The proposal will also need to include details of what outputs are anticipated to be achieved.

## Background

LEADER is a locally based approach to rural development. It aims to deliver activities which support the countryside and rural communities, encouraging a sustainable management of agriculture and environment. LEADER comes from the French abbreviation for 'Liaison Entre Actions pour le Development de L'Economie Rural' which roughly translates as 'links between actions for developing the rural economy.' LEADER seeks to support innovative responses to opportunities or challenges faced in rural areas.

The LEADER scheme is being implemented by the 'Cynnal y Cardi' Local Action Group (LAG) in Ceredigion. The LAG is made up of a three sectors representation – Private, Community and Public. Further details on membership can be found at <https://www.cynnalycardi.org.uk/about-us/local-action-group/> The LAG has responsibility for the development and delivery of the Ceredigion Local Development Strategy (LDS). The LDS has been developed and identifies objectives, strategic priorities and actions to be undertaken. The priorities for Ceredigion were updated in September 2020, in light of the covid pandemic.

The grant scheme is funded through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

## Criteria for Grant Scheme

The Cynnal y Cardi Local Development Strategy sets out a number of priorities, however, the focus of the grant scheme is on the following and applications are being sought:

- To develop opportunities for re-engaging people and reinvigorating community activity post covid-19. This can include new or existing organisations looking to pilot new events or existing organisations looking to come back together seeking to make a difference with a renewed focus. Applications must demonstrate how the event will make a difference to individuals, communities and the local economy to support covid recovery.



- To strengthen community resilience activity with a particular focus on the role of Town and Community councils in supporting and engaging with their communities.
- To pilot innovative uses for community facilities.
- To support succession planning for hall committees - attracting new people, considering and understanding the impact of language, mentoring young people, etc.
- Support early intervention for the development of pre-commercial activity with the aim of developing entrepreneurial activity. This can include support for new start-ups.
- Support for activity with the aim of strengthening opportunities for developing Ceredigion's circular economy. The circular model builds on our economic, natural, and social capital and applications will need to demonstrate how it strengthens the following: designing out waste and pollution, reusing products and materials and regenerating natural systems.

## LEADER Principles

LEADER has a number of **key features** which can be seen below:

<p><b>Bottom-up approach</b></p> <p>Local community and local players can help define the development</p> <p><b>1</b></p>	<p><b>Area-based approach</b></p> <p>The area forms the basis for the development of the local partnership and strategy, creating a positive vision for what could be backed up by an active alliance of stakeholders</p> <p><b>2</b></p>
<p><b>The Local partnership</b></p> <p>A Local Action Group (LAG) enables local stakeholders to be involved in driving the area's development</p> <p><b>3</b></p>	<p><b>An integrated and multi-sectoral strategy</b></p> <p>CLLD is carried out through integrated and multi-sectoral local development strategies, capitalising on the links between sectors</p> <p><b>4</b></p>
<p><b>Networking</b></p> <p>Networking brings those involved together in disseminating and sharing knowledge, their experience, innovations, ideas and information, developing peer support, overcoming isolation and building capacity</p> <p><b>5</b></p>	<p><b>Cooperation</b></p> <p>Cooperation goes further than networking by involving local people and LAGs in working with others to undertake a joint project. This can involve other LEADER groups, both domestic and international. Cooperation with others can be an excellent source of innovation and knowledge transfer</p> <p><b>7</b></p>
<p><b>Innovation</b></p> <p>LAGs aim to bring new elements and solutions to the programme, seeking out and fostering innovative solutions to local problems</p> <p><b>6</b></p>	

All applications will be considered on an individual basis, assessed against the criteria set out in this guidance. Payment of the grant is at the absolute discretion of the Local Authority and the Cynnal y Cardi Local Action Group.

## 2. Who Can Apply?

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Applications can be received from:

- Not for profit organisations / social enterprises and partnerships;
- Registered Charities;
- Community groups and networks (i.e. must have a bank account with 2 signatories, constituted community group/network);
- Private sector enterprises including sole traders, self-employed, micro/small enterprises, limited companies, partnerships;
- Public sector.

Applications can be received from organisations registered outside of Ceredigion but any activity must be based within the county and benefit Ceredigion residents and communities.





# 3. How Much Funding is Available?

The scheme will provide grant support of between £1,000 and £10,000. Each grant award will be based on 70% of eligible costs. The remaining 30% must be provided as match funding.

Match funding must be cash or 'in kind'. It must not be from European sources. In kind match funding in the form of voluntary time must be provided at the rate specified in the application form.

## Volunteer in kind rates:

JOB TITLE	SOC CODE	HOURLY RATE (£)	ANNUAL RATE (£)
Business & Financial Project Management Professionals	2424	23.41	46,992
Business & related Research Professionals	2426	18.59	35,298
Business & related Associate Professionals n.e.c.	3539	14.59	27,890
Vocational & Industrial Trainers & Instructors	3563	14.76	29,150
Other Administrative Occupations n.e.c.	4159	11.06	21,733
Elementary Trades, Administration & Service Occupations	91 & 92	9.79	20,786

Please note individuals who are Trustees or Directors of the organisation cannot contribute in kind voluntary time.

The grant will be allocated on a first come first serve basis.

Applying is a competitive process and innovation, outcomes and impact and value for money will be a key factor when projects are appraised.

# 4. What Activities are Eligible?

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The scheme can only support revenue costs (Ex VAT for VAT registered organisations). Specific LEADER related activity includes:

**Animation** - To support the bringing together of people in particular communities of areas of interest e.g. particular types of businesses, and assist them defining their problems and coming up with workable solutions.

**Training** - e.g. Deliver training initiatives to strengthen individuals' skills related to the sustainable management of the natural environment.

**Mentoring** - e.g. Develop mentoring programmes to enable individuals to become more entrepreneurial and innovative.

**Feasibility Studies** - e.g. Undertake feasibility studies for the pre-commercial development of products / transfer of local assets / Investigate opportunities for alternative methods of delivering tourist information in rural locations.

**Pilot Projects** - Small scale and time limited activities aimed at testing out a concept or to try an innovative technique to see if an idea could be developed into a full scale realisable project. E.g. (i) Piloting new activities to bring people back together post covid.

**Facilitation** - (i) Facilitate activities that allow the Welsh language to be used more frequently. (ii) Facilitate the development of clusters of local producers.

## Ineligible Costs

A full list of ineligible activity is available. Further guidance can be sought from the Cynnal y Cardi team.

LEADER will not fund activity that can be funded via other all available sources of support.



# 5. The Application Process

Organisations can apply for the grant by completing an application form and excel spreadsheet. Forms can be provided by contacting the Cynnal y Cardi team on [cynnalycardi@ceredigion.gov.uk](mailto:cynnalycardi@ceredigion.gov.uk). Initial discussions MUST take place to ensure eligibility of activity.

Applications will be dealt with on a first come first serve basis. The application process is competitive and those proposals and those offering the best fit with the criteria and the principles of LEADER.

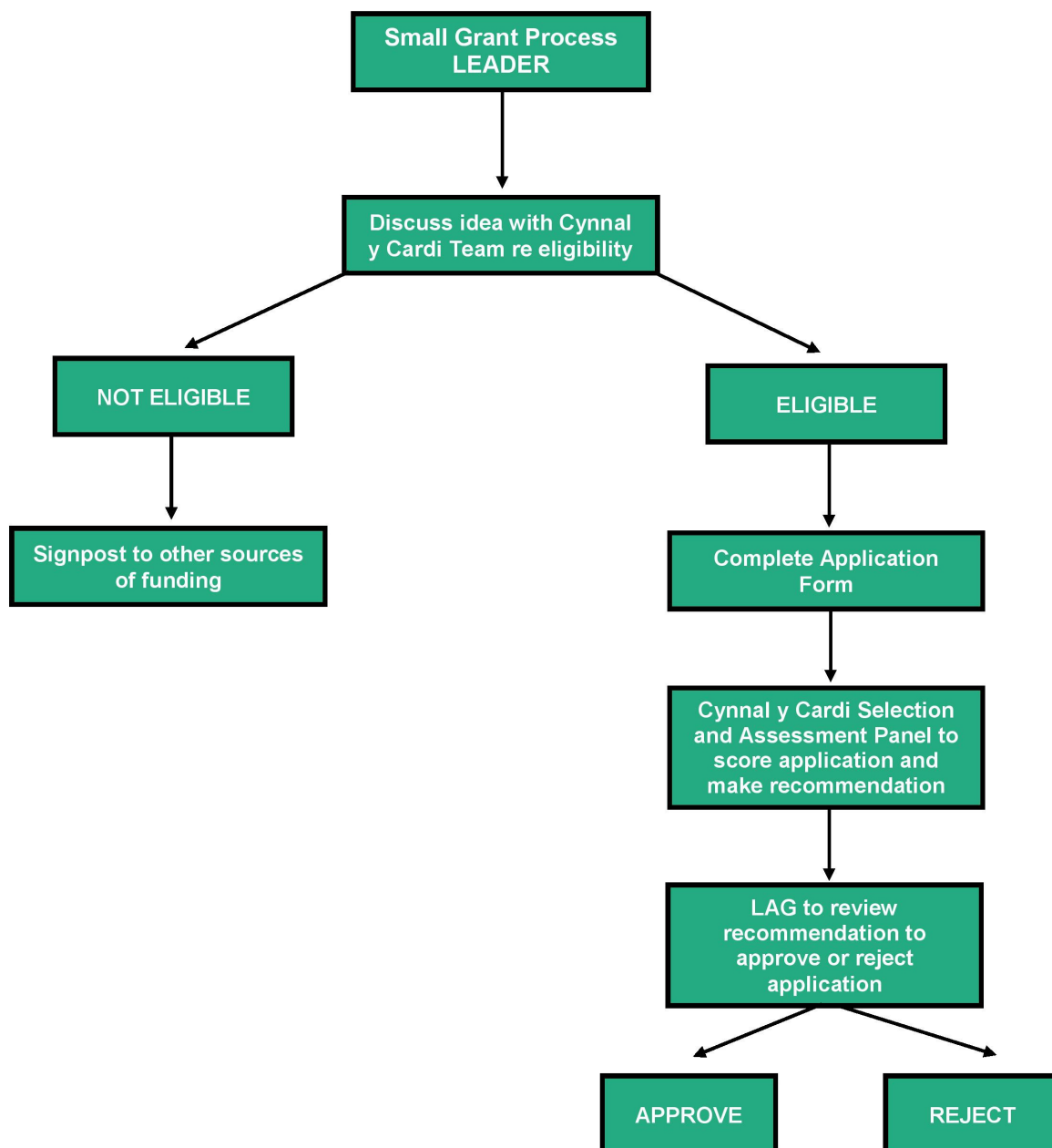
**The grant application process will be open with a regular rolling deadline. However this will be subject to the availability of funds and closing dates will be reviewed regularly depending on outstanding funds.**

Deadline for applications is as follows with a decision due within the month from submission.

CLOSING DATE FOR APPLICATIONS	DECISION DUE
17 January 2022	14 February 2022
28 February 2022	28 March 2022
28 March 2022	25 April 2022
18 April 2022	9 May 2022

Grants are awarded at the discretion of the Cynnal y Cardi Local Action Group (LAG) and Ceredigion County Council. The decision of the LAG is final.

Applications will be processed in the following way:



Regular meetings between Cynnal y Cardi and CAVO will be organised to discuss suitability of other possible sources of funding

A range of supporting documentation is required along with other information depending on your proposal. Applicants must complete and return the following:

- Application
- Financial spreadsheet
- Any supporting documents in support of the application e.g. letters of support, business plan if relevant.
- Most recent years formal accounts.
- Recent bank statement (with name, address, bank account number and sort code).
- Supporting match funding letters.
- Written quotes
- Government Documents

Applications are welcomed in Welsh or English. Applications submitted in either language will be treated equally.

**Please note that expenditure must NOT commence before approval is given, as the grant cannot be awarded retrospectively.**



# 6. Procurement

In order to ensure best value for money, all goods and services claimed for as part of the proposal need to be openly and fairly procured. Applicants need to provide written quotes, references to catalogue listings or formal tenders as part of their application.

The following guidelines should be followed depending on the value of an individual item:

ESTIMATED ITEM VALUE	REQUIREMENT	ACTION
£0 - £4,999	One written quote	It is recommended to use suppliers that are registered on <a href="http://www.sell2wales.gov.uk">www.sell2wales.gov.uk</a>
£5,000 - £24,999	Three written quotes	It is recommended to use suppliers that are registered on <a href="http://www.sell2wales.gov.uk">www.sell2wales.gov.uk</a>

For the above best value for money must be obtained and reasonable care must be taken to obtain goods, works or services of adequate quality at a competitive price. A documented record to support the decision must be retained for audit purposes.



# 7. Permissions and Consents

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It is a requirement of the applicant to ensure all necessary permissions and consents (e.g. licenses) are in place. The applicant is wholly responsible for ensuring that all aspects of the scheme are in compliance. Failure to do so may result in no grant being paid.

If your project requires permissions or consents, you can still apply but you will need to explain your timetable for obtaining them in your application.

# 8. State Aid

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In order to minimise distortion of competition the European Commission sets limits on how much assistance can be given to organisations operating in a competitive market. You should note carefully the requirements and the obligations.

Under EC Regulation 1407/2013 (de Minimis Aid Regulation) as published in the Official Journal of the European Union 24 December 2013, this support is provided as de minimis aid. There is a ceiling of €200,000 (€100,000 for undertakings in the road freight transport sector) for all de minimis aid provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years). Any de minimis aid provided to you under this scheme will be relevant if you wish to apply, or have applied, for any other de minimis aid. You will need to declare this amount to any other aid awarding body who requests information from you on how much de minimis aid you have received.

Please advise us in your application of any other de minimis aid or Small Amounts of Funding Exemption (SAFE) support received during your current and previous two fiscal years, as we need to check that our support added to that previously received, will not exceed the threshold of €200,000 (€100,000 for undertakings in the road freight transport sector) over the last 3 fiscal years.

De Minimis Aid includes not only grant but also assistance such as free or subsidised consultancy services, marketing advice etc. If you are in any doubt about whether previous assistance received classes as de minimis assistance please include it.



# 9. How Will Applications be Assessed?

Applications will be assessed by the Cynnal y Cardi Selection and Appraisal Group, a sub group of the Cynnal y Cardi LAG using the criteria set out below. The recommendations made by the group will be required to be endorsed by the Local Action Group via a meeting or via formal written procedure.

Criterion	Weighting
Fit with Local Development Strategy	15
Business / Project proposal (Fit with LEADER principles, Timescale, Project plan, Organisation / Business capacity).	25
Match funding	10
Impact	20
Eligibility & Finances	10
Outputs	10
Value for Money	10
<b>Total</b>	<b>100</b>

Each application will be scored using the following range:

Scale	25 point weighting	20 point weighting	15 point weighting	10 point weighting
Exceptional	21-25	17-20	13-15	9-10
Very Strong	16-20	13-16	10-12	7-8
Adequate with strong elements outweighing the weak elements	11-15	9-12	7-9	5-6
Adequate with weak elements outweighing the strong elements	6-10	5-8	4-6	3-4
Unsatisfactory	1-5	1-4	1-3	1-2

**Score of 70 set - anything over that score will be approved on the relevant strength of the applications submitted at that time.**

**Any score between 50 and 70 – the panel can decide to reject the application or may decide to request further information if they feel that the application warrants an opportunity for it to be strengthened.**

# 10. Grant Offer and Acceptance

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Successful applications will be invited to enter into a grant agreement with Ceredigion County Council. This will explain when a project can start and all terms and conditions including any project specific conditions.

When a grant is approved, an offer letter will be sent to the applicant. If a grant is offered, it must be formally accepted by the applicant. This must occur within 10 working days of the date of the grant offer letter and before any work commences.

The County Council must always be notified immediately of any changes to an activity. This might involve changes to the timing or the financing of the activity. All changes must be agreed in writing by the County Council.

# 11. Process for Claiming the Grant

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The Grant recipient should complete and submit a claim form (to be provided) providing details of the costs relating to delivery of the activity being requested. Evidence of defrayed expenditure must be provided by submitting paid invoices/receipts and bank statements showing all payments along with evidence of match funding contributions. All invoices must have been paid from the named bank account of the applicant. Once approved, payment will be made to the applicants account via a BACS transfer.

# 12. Monitoring and Evaluation

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Progress will be monitored against the finances and targets as set out in the grant agreement. The grant recipient will be required to report progress against these. A full report to include photographic evidence of the activity (where applicable) will be required before final payment of the grant will be made.

In order to gauge the effectiveness of the scheme the Council, Welsh Government, or independent contractors acting on their behalf may ask you to cooperate with them in carrying out such research.

# 13. Publicity

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All successful applicants will need to acknowledge the support received in all publicity documents, media coverage, signage etc. A publicity pack will be provided to successful applicants. All publicity must be bilingual.

# 14. Contact

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For further information or to discuss an application, please contact the Cynnal y Cardi team on 01545 570881 or by email [cynnalycardi@ceredigion.gov.uk](mailto:cynnalycardi@ceredigion.gov.uk)



## Appendix 1 - Definitions

### Business Status as defined by the Welsh Government

- Sole trader defined as a person who is the exclusive owner of a business, entitled to keep all profits after tax has been paid but liable for all losses.
- Self-employed defined as an individual who is working for oneself as a freelance or the owner of a business rather than for an employer.
- Micro enterprise - Micro-enterprise is generally defined as a small business employing nine people or fewer, and having a balance sheet or turnover less than €2 million.
- Ltd. Companies – A company where the liability of members or subscribers of the company is limited to what they have invested or guaranteed to the company.
- Social Enterprise - Businesses with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners.
- Partnerships – evidenced by Partnership Agreements / Cooperatives.

