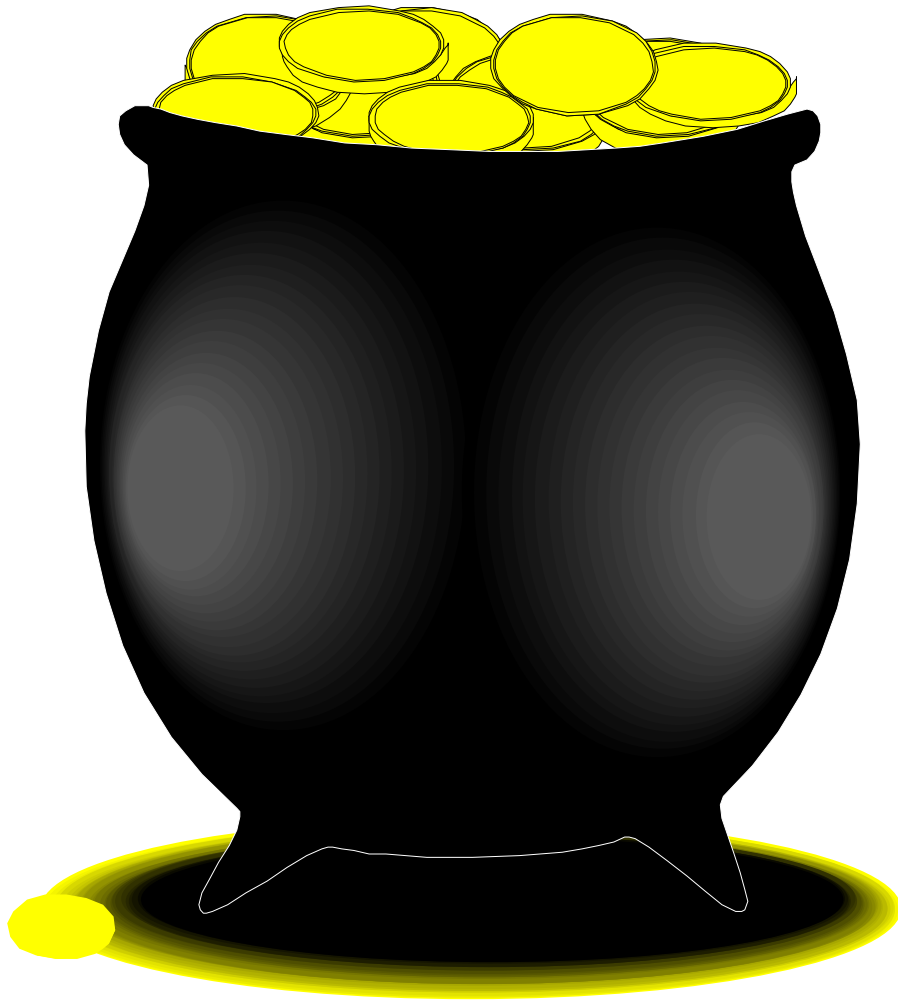


# 13.0 Waste Not Funding



# 13.1 Why this theme?

There is funding available to assist and encourage businesses, community groups and environmental organisations to reduce waste.

This theme examines the funding awarded to Corby Waste Not, funding sources available for businesses, community groups and educational organisations and provides guidance on how to be successful in fundraising.

# 13.2 What we did

## 13.2.1 Funding for Corby Waste Not

Funding of over £150,000 was secured for the Corby Waste Not Scheme from the organisations shown in figure 04. The majority of the money came from EB Northamptonshire Ltd., funded by Shanks via the Landfill Tax Credit Scheme.



Figure 44 Alex Cordiner from Shanks, Eddie Gordon Mayor of Corby, Peter Quinn from Corus and Paul Charlesworth from The BOC Foundation presenting cheques to Kathy Holley

## 13.2.2 Funding raised by CWN Projectworkers

Corby Waste Not Projectworkers developed funding strategies for the Northamptonshire Children's Resource Centre (see 6.2.1.1.5) and Corby Furniture Turnaround (see 7.2.1.4). Projectworker Ruth Clayton also helped to develop a successful funding bid for Corby Furniture Turnaround from the Landfill Tax Credit Scheme (see 6.2.1.1.5).

*"The Projectworkers devised a Funding Strategy which has proved a real asset in tackling the difficult issue of raising money "*

**Peter Taylor,  
Business Manager,  
Northamptonshire Children's  
Resource Centre**

Schools

Businesses

Community Groups

Waste Not Partnerships

## 13.3 It's over to you...



### 13.3.1 Aims

To identify suitable sources of funding; to be successful in applying for funding.

### 13.3.2 Sources of funding

#### 13.3.2.1 Funding for environmental partnerships

The websites at [www.fundraising.co.uk](http://www.fundraising.co.uk) and [www.environmentawards.net](http://www.environmentawards.net) provide excellent starting points for researching environmental funding.

##### 13.3.2.1.1 The Landfill Tax Credit Scheme



Landfill Tax was introduced in the 1996 Finance Act and applies to all waste disposed of by landfill. The Credit Scheme allows landfill operators to reclaim a fifth of the Landfill Tax that they pay to put back into environmental projects. The money is then given to Environmental Bodies, who award it to environmental projects or initiatives. More information on Environmental Bodies can be found on the Environmental Bodies Council web site ([www.ebco.org.uk](http://www.ebco.org.uk)) or the ENTRUST web site ([www.entrust.org.uk](http://www.entrust.org.uk)).

The Landfill Tax Credit Scheme is an excellent source of funding for waste minimisation projects similar to Corby Waste Not. Environmental Bodies are keen to support innovative, fixed-term projects that reduce the amount of waste sent to landfill, and large sums are available.

##### 13.3.2.1.2 Government funding

The Environment Agency has a small budget for supporting environmental projects, although the amount or availability of the money is dictated by national and regional priorities and flexibility within budgets on a local level. It should be noted that the Agency is more likely to support projects where its contribution is only a part of a wider funding strategy. More details can be found at [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk). The Department for the Environment, Food and Rural Affairs also awards money to waste minimisation schemes through the Environmental Action Fund ([www.defra.gov.uk](http://www.defra.gov.uk)).

##### 13.3.2.1.3 Local authority finding

The ideals of waste minimisation programmes coincide with a number of objectives of local authorities, primarily their economic development sections and the Local Agenda 21 units. The amount of funding that an authority is able or willing to provide varies hugely across the country and is dependant on their relative wealth and individual priorities. It should be noted that local authorities are large complex organisations and the fact that one particular department maybe unable to help does not necessarily mean the same is true of the whole authority. This is particularly the case where there is a tiered county and district administration. Typically, £1,000 to £2,000 may be available for any one scheme.

### 13.3.2.1.4 Private funding

Many larger companies, such as utility companies or multi-nationals, have fixed budgets for supporting local environmental or community schemes. Smaller companies are more likely to award funding if they can benefit from the scheme, usually through reduction in costs or positive marketing. Snowball funding is where companies donate a proportion of their savings to keep the initiative running.

Section 13.6.1.1 provides contact details for all the organisations mentioned above.

### 13.3.2.2 Funding for community groups

In addition to the funding mentioned in 13.3.2.1, there are specific award programmes available to community groups.



Awards for All is a grants programme set up to help small community organisations. It is supported by the Heritage Lottery Fund, the Arts Council of England, Sport England, The New Opportunities Fund and the Community Fund. The main aim of Awards for All is to fund projects which involve people in their local community, bringing them together to take part in and enjoy a wide range of arts, sports, heritage, education, environment, health and community activities. Awards for All provides awards of between £500 and £5,000. Visit [www.awardsforall.org.uk](http://www.awardsforall.org.uk) for more details.



The Countryside Agency web site at [www.countryside.gov.uk](http://www.countryside.gov.uk) provides details of community funding schemes.

#### Vital Villages

Voluntary and community groups, Parish and Town Councils, parish transport groups, individuals and small businesses (including Village Shops and Village Pubs) are invited to take advantage of the Countryside Agency's Vital Villages scheme which provides funding and advice so that people in rural communities and small market towns can work out what they need locally and what to do to meet that need.

The scheme was launched in July 2001 and has proved to be an easy and quick way to access funding, having already delivered over £2 million directly to rural communities through its 4 grant schemes:

- Parish Plans - will help you work out the main issues affecting your community. The plan provides a framework to produce an action plan based on the local social, economic and environmental issues of your area.
- Community Service Grant - supports projects that improve or introduce new services, such as setting up a new mobile service to visit your village, establishing a childcare scheme and providing help for a village shop.
- Parish Transport Grant - can support small scale transport projects like taxi buses, car share schemes and moped pools for community use.
- Rural Transport Partnerships - supports and plans larger transport projects such as minibus brokerage schemes, and can join up public, private and community transport services to benefit local people.

More information can be found at [www.countryside.gov.uk/vitalvillages](http://www.countryside.gov.uk/vitalvillages).

### Market Towns Toolkit

The Market Towns Toolkit contains practical guidance and information for local people who want to take an active part in revitalising market towns. It is designed to help local communities find ways to assess and improve the vitality of their town and surrounding countryside.

The Countryside Agency, in partnership with other organisations such as the regional development agencies, offers financial support for selected towns to carry out a market town healthcheck and implement an action plan. The Countryside Agency's regional offices can help you to identify available funding. More information can be found at [www.countryside.gov.uk/market-towns](http://www.countryside.gov.uk/market-towns).



### Other Sources of Funding

In addition to Vital Villages and Market Towns, the Countryside Agency, regional development agencies and other organisations offer a wide range of funding for the support of rural community revitalisation. More details can be found at [www.countryside.gov.uk/market-towns/fundingca.htm](http://www.countryside.gov.uk/market-towns/fundingca.htm) or [www.countryside.gov.uk/market-towns/funding\\_01.htm](http://www.countryside.gov.uk/market-towns/funding_01.htm).

### 13.3.2.3 Funding for businesses



Local branches of Business Link offer advice on grants and allowances available for waste minimisation (visit [www.businesslink.org/cgi-bin/bv1/welcome.jsp](http://www.businesslink.org/cgi-bin/bv1/welcome.jsp)).

Alternatively, the web site at [www.j4b.co.uk](http://www.j4b.co.uk) aims to help individual businesses find out about any grants, financial assistance, subsidies and help-in-kind that may be available to them. The site offers a free company-specific search over 1500 grants, including European Commission funding schemes. The site provides links to the grant schemes and to all the relevant Government web sites.



#### 13.3.2.3.1 Enhanced Capital Allowances

The Enhanced Capital Allowance scheme enables businesses to claim 100% first year capital allowances on investments in energy saving equipment (also see 4.2.3.5). Businesses are able to write off the whole cost of their investment against their taxable profits of the period during which they make the investment. The scheme is funded from revenue raised by the Climate Change Levy (see 4.2.3.3). Visit [www.eca.gov.uk/index.cfm](http://www.eca.gov.uk/index.cfm) for more information.

#### 13.3.2.3.2 The Energy Saving Trust's Lightswitch Scheme

**LIGHTSWITCH** Lightswitch is a government-supported initiative to promote the use of energy efficient lighting in the non-domestic sector. Small to medium sized enterprises (see 4.2.3.5) are eligible for government-funded rebates of up to £6,000 for the installation of lighting controls, and for the purchase of energy efficient lighting products. Visit [www.lightswitch.co.uk](http://www.lightswitch.co.uk) for more information.



### 13.3.2.3.3 The EST TransportAction Scheme

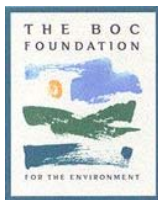


TransportAction PowerShift is an Energy Saving Trust programme to help establish a sustainable market for alternative, clean fuel vehicles in the UK. PowerShift offers grants worth from 30% to 75% of the additional cost of buying a clean fuel vehicle or converting an existing vehicle. Grants are available to help with the purchase of approved vehicles running on liquefied petroleum gas (LPG), natural gas and electricity (including hybrids). Visit [www.est-powershift.org.uk](http://www.est-powershift.org.uk) for more information.

### 13.3.2.3.4 ALTENER (II) Renewable Energy Grant

The European Commission offers financial assistance for actions that facilitate the implementation of a Community Action Plan for Renewable Energy Sources, and encourages private and public investments in the production and use of energy from renewable sources. Visit [www.dti.gov.uk/energy/index.htm](http://www.dti.gov.uk/energy/index.htm) for more information.

### 13.3.2.3.5 BOC Foundation for the Environment Programme



The BOC Foundation for the Environment is an independent organisation, established by The BOC Group plc in 1990. The Foundation awards grants for projects proposing practical solutions to environmental problems. It concentrates its support on initiatives that can achieve worthwhile results in the near future, rather than global issues or long-term fundamental research. Visit [www.boc.com/foundation/index.html](http://www.boc.com/foundation/index.html) for more information.

Section 13.6.1.3 provides contact details for all the organisations mentioned above.

## 13.3.3 A brief guide to better fundraising

### 13.3.3.1 Preparation

Details of the proposed project need to be drawn up, including a vision, a spreadsheet of detailed project costs and a funding plan.

#### Who to Approach?

- Do they stand to gain?
- Do they have any money to spend?
- Is their stance on environmental issues and other issues, such as human rights, compatible with ours?
- Do you or any of your partners have good contacts within the organisation?

#### The Potential Funder

- Are we eligible to apply?
- Are we writing to the right person?
- Are we writing at the right time? Early in the financial year is a good time to apply to businesses. Charitable trusts and foundations tend to work to a few committee meetings each year

### 13.3.3.2 The covering letter

The covering letter is your chance to sell the project for which you need funds. Unless it grabs the attention of the funder in the first few paragraphs, the proposal may not be read.

#### How the funder benefits

Each potential funder will receive far more requests for assistance from worthy causes than they can help. Charitable trusts, foundations and Lottery funds will need to see real charitable benefits to potential users, usually set against their funding criteria. On the other hand for businesses the worthiness of a cause is not usually enough to secure funds; tangible benefits to the company must also be seen. It is important to highlight these at an early point in the covering letter.

- What possibilities are there for direct benefits to users, and/or to the funder?
- What opportunities are there for acknowledging and promoting the funder, if appropriate?

#### The funder's role

Most organisations will be repelled by circular letters. Make it clear that this funder has been chosen for a definite reason.

#### Previous contact with the organisation

Previous contact with the funder is extremely important and nearly always worth mentioning.

#### About us

- Who are we?
- Who are we working with?
- Can this be of benefit to the funder? Include status of the applicant e.g. registered charity number

#### Our proposed actions

Offer a meeting, especially to businesses, and mention any planned follow-up phone call.

### 13.3.3.3 The proposal

Sell the programme! Emphasise anticipated benefits of the scheme to the users and funder. Make sure that you come across as responsible and able to carry out the targets you have set.

#### Our organisation

- Who are we and what do we do?
- Who do we serve?
- Why do we need funds?

#### The project

- What is the project?
- What is its vision and objective?

**It's all about trust  
by the potential  
funder for the  
applicant**

### The Need

- Why does this work need to be done?
- How has need been assessed?

### Objectives

It is important to set a clear objective. Objectives should be SMART:

- S** – Specific
- M** – Measurable
- A** – Achievable
- R** – Realistic
- T** – Timetabled

### Outputs and outcomes

- What measurable outputs will the project achieve?
- What outputs and benefits will the project achieve in the longer term?
- Who will benefit?
- What future will the project have beyond the end of the funding period?

### Method

- What activities will be undertaken to achieve our objective?
- How will these activities be supported?
- How will the project be managed?
- How will the project be monitored?
- How will the project success be evaluated?

**Less is best -  
Quality not quantity**

### Details

- What geographical area will be covered?
- Where will the project be based?
- When will the work take place?

### Partners

- Who are our partners, and what is the nature of their business?
- What role will they play in the project?

### The funder's role

- What type of funding? Lump sum, donation, in kind or sponsorship?
- How much?
- How will money given be spent?
- What is the breakdown of the project expenditure?
- What are the other sources of income and how will this funder's contribution fit in?
- What happens if this funder doesn't give us any funds?

## 13.3.3.4 Consistent and effective measurement and reporting

Establishing clear success factors and improvement targets are essential for the evaluation of a project. Success indicators need to be established prior to implementation

of a project and should reflect its objective. It is important to nurture relationships with funders by giving them regular feedback and promoting success.

### 13.3.3.5 Fundraising by environmental partnerships

- Appoint a co-ordinator who will be the first point of contact for partners, funders and clients
- Ensure that you have two or more partner organisations. This is often a funding requirement
- To maximise funding potential, try to make the project holistic and interdisciplinary. Waste minimisation schemes can involve businesses, community groups, young people and volunteers and include waste minimisation and management, sustainable development, business support and community development. Information on whole-town partnerships can be found in theme 2.0. Information on recruiting volunteers and recent graduates can be found in theme 11.0
- Innovative projects tend to attract funding

**When establishing a steering group, try to involve any movers and shakers that can make things happen**

**When recruiting partners, try to include individuals and organisations that have a good reputation and are well known**

### 13.3.4 Actions

Research the funding available for your organisation. Contact the appropriate funders and request information and application packs. Apply for the funding.

If you are an environmental partnership, read and implement the recommendations in section 13.3.3.

## 13.4 Summary

There is funding available to help most organisations reduce waste. To get the most waste-based funding, think about including the wider community and encouraging sustainable development. To increase fundraising success, include well-known and experienced people or organisations in waste minimisation schemes, be innovative and state clear aims and objectives.

## 13.5 Troubleshooting

*I have drawn up a budget, but am struggling to get enough funding*

Read the brief guide to fundraising for environmental partnerships in section 13.3.3. Try to reduce your costs by encouraging partners to provide meeting venues, catering and office space. Consider recruiting volunteers or recent graduates (see theme 11.0)

## 13.6 Contacts

### 13.6.1 Grant and award schemes

#### 13.6.1.1 Environmental partnerships

ENTRUST

[www.entrust.org.uk](http://www.entrust.org.uk)

Environment Agency

[www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

Environment Awards

[www.environmentawards.net](http://www.environmentawards.net)



Environmental Bodies Council  
[www.ebco.org.uk](http://www.ebco.org.uk)

Environmental Action Fund

Department for the Environment, Food and Rural Affairs (DEFRA)

[www.defra.gov.uk](http://www.defra.gov.uk)

Index of Local Government

[www.oultwood.com/index.html](http://www.oultwood.com/index.html)

Local Government Information Unit

[www.lgiu.org.uk](http://www.lgiu.org.uk)

Shanks First Fund

[www.shanks.co.uk](http://www.shanks.co.uk)

UK Fundraising

[www.fundraising.co.uk](http://www.fundraising.co.uk)

#### 13.6.1.2 Community Groups



Awards for All

[www.awardsforall.org.uk](http://www.awardsforall.org.uk)

Barclays  
Rural Regeneration Fund  
[www.barclays.co.uk](http://www.barclays.co.uk)

Barnardo's And The Children's Play Council  
Better Play  
[www.barnardos.org.uk](http://www.barnardos.org.uk)

British Trust For Conservation Volunteers  
People's Places  
[www.btcv.org.uk](http://www.btcv.org.uk)



**The  
Countryside  
Agency**

Countryside Agency [www.countryside.gov.uk](http://www.countryside.gov.uk)  
Regional offices [www.countryside.gov.uk/market-towns/regional\\_01.htm](http://www.countryside.gov.uk/market-towns/regional_01.htm)  
Vital Villages Call Centre 0870 333 0170

[www.countryside.gov.uk/vitalvillages](http://www.countryside.gov.uk/vitalvillages)  
Market towns [www.countryside.gov.uk/market-towns](http://www.countryside.gov.uk/market-towns)

Energy Saving Trust  
TransportAction  
PowerShift  
[www.est.co.uk](http://www.est.co.uk)

English Partnerships  
Network Space Limited  
[www.networkspace.co.uk/default.html](http://www.networkspace.co.uk/default.html)

English Environment Fund  
Coalfields Enterprise Fund  
[www.englishpartnerships.co.uk](http://www.englishpartnerships.co.uk)

Esmée Fairbairn Foundation  
Sustainable Development  
[www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)

Neighbourhood Renewal Unit  
Community Chests Programme  
[www.neighbourhood.dtlr.gov.uk](http://www.neighbourhood.dtlr.gov.uk)

New Opportunities Fund  
Social, Economic and Environmental Development Programme (SEED)  
[www.rsnc.org](http://www.rsnc.org)

Shell Better Britain Campaign  
Community Projects Fund  
[www.sbbc.co.uk](http://www.sbbc.co.uk)

### 13.6.1.3 Businesses

Small Business Service  
Phoenix Fund  
Development Fund for Rural Renewal  
[www.businessadviceonline.org.uk/cgi-bin/bv1/welcome.jsp](http://www.businessadviceonline.org.uk/cgi-bin/bv1/welcome.jsp)

Schools

Businesses

Community Groups

Waste Not Partnerships

ALTENER (II) Renewable Energy Grant  
[www.dti.gov.uk/energy/index.htm](http://www.dti.gov.uk/energy/index.htm)

Business Link  Business Enterprise Agencies  
[www.businesslink.org/cgi-bin/bv1/welcome.jsp](http://www.businesslink.org/cgi-bin/bv1/welcome.jsp)

Enhanced Capital Allowances  
[www.eca.gov.uk/index.cfm](http://www.eca.gov.uk/index.cfm)



j4b  
[www.j4b.co.uk](http://www.j4b.co.uk)

Lightswitch Scheme  
 Energy Saving Trust  
[www.lightswitch.co.uk](http://www.lightswitch.co.uk)

The BOC Foundation for the Environment Programme  
[www.boc.com/foundation/index.html](http://www.boc.com/foundation/index.html)

TransportAction Scheme  
 Energy Saving Trust  
[www.est-powershift.org.uk](http://www.est-powershift.org.uk)

## 13.6.2 Other useful contacts

Alphabetical Index of Charities  
[www.caritasdata.co.uk/ind\\_a000.htm](http://www.caritasdata.co.uk/ind_a000.htm)

Charities Aid Foundation  
[www.cafonline.org/downloads/iis\\_churches\\_inspire\\_application.pdf](http://www.cafonline.org/downloads/iis_churches_inspire_application.pdf)

EU Grants Locator Guide  
[www.europeangrants.com/locinternet.htm](http://www.europeangrants.com/locinternet.htm)

European Commission  
[www.europa.eu.int/index.htm](http://www.europa.eu.int/index.htm)

FE Collaboration Fund  
[www.dfee.gov.uk/fund/fund.htm](http://www.dfee.gov.uk/fund/fund.htm)

Funders Online  
[www.fundersonline.org/about](http://www.fundersonline.org/about)

Funding Digest  
[www.fundinginformation.org](http://www.fundinginformation.org)

Grants and Funding UK  
[www.fundraising.co.uk/grants.html#europe](http://www.fundraising.co.uk/grants.html#europe)

## 13.7 Further reading

Forrester, S. and Casson, D. (1998) Environmental Funding Guide. Directory of Social Change  
[www.dsc.org.uk](http://www.dsc.org.uk)