

WELSH GOVERNMENT RURAL COMMUNITIES – RURAL DEVELOPMENT PROGRAMME 2014-2020

APPLICATION FORM – PART TWO

PROJECT PLAN

CO-OPERATION & SUPPLY CHAIN DEVELOPMENT SCHEME



INTRODUCTION

1. Register for WEFO online:

All applications to the Rural Programmes 2014-2020 programme must be submitted electronically through the Welsh Government WEFO Online portal.

In order to submit your application you must be registered with WEFO Online. See separate instructions we have provided on how to complete your registration.

Registration can take up to four weeks to complete. You need to take this in to account in order to meet the application deadlines. The application deadlines will not be extended.

2. Submit your application:

You must refer to the Scheme Guidance Notes and the How to Apply Guidance Notes when completing your application, and it must be consistent with the project proposal in your approved EOI.

To submit your full application you must complete this Application Form Part Two – Project Plan and Application Form Part One – Applicant Details. You must submit both parts through WEFO Online along with the necessary financial and other supporting documents.

You must complete all sections of this application form. If further information is required this may delay the approval of the project.

If any of the details provided on your Applicant Details Form have changed please complete a new form and submit to Welsh Government with this project plan.

Should you wish to start work on your project, prior to any award of funding, you may do so at your own risk from the date the full application (Application Form Parts One and Two and all supporting documents) is submitted through WEFO Online.

We will acknowledge receipt of your full application confirming the date the application was submitted through WEFO Online. We will aim to send this notification within 15 working days of receiving your full application.

You must not start work on your project until you have received this notification.

We aim to complete the appraisal of your full application within 90 working days of receipt of the full application and all supporting documents. Note this does not include any time taken by you to respond to queries.

Please complete this form electronically and submit through WEFO Online by no later than the deadline in your invitation letter.

1. PROJECT OVERVIEW

Details given in this part of the form will be used for general publicity purposes

1.1 Project Name

Caru Cymru

1.2 Project Description (Maximum 80 Words)

A brief and concise explanation of what activities will be undertaken and/or what investments will be made during the project including a very brief outline of what the money will be spent on and what is expected to be achieved by doing this project. (The reasons why the project is needed are covered elsewhere)

Caru Cymru is a collaboration between 24 partners that aims to tackle Local Environmental Quality (LEQ) issues across Wales. It will engage people in developing solutions to improve the environment for people and wildlife alike, bring together LEQ expertise, undertake research, run targeted behaviour change campaigns, prevent litter at source and support community clean ups. Money will fund staff and equipment to enable local communities to take action and responsibility for the quality of their local environment.

1.3 Project Location

Caru Cymru is a National project that will work in every local authority area

ADDRESS;

Keep Wales Tidy

33-35 Cathedral Road, Cardiff

POST CODE; CF11 9HB

1.4 Project Timetable

Project Start Date

1st April 2020

Project End Date 31st March 2023

1.5 Project Costs

Total Project Cost £6,317,563

Total Grant Requested £6,242,563

2. PROJECT PLAN

All applications for grant assistance through the Rural Programmes 2014 – 2020 must complete a Project Plan. The Project Plan is a standard template that has nine headings. Please refer to the Application and Project Plan Template Guidance Notes for the description of each section and Project Plan evidence required.

The nine project plan headings are;

- Strategic Fit
- Financial and Compliance
- Delivery (including Risk Assessment)
- Project Management
- Value for money
- Indicators and Outcomes
- Suitability of Intervention
- Cross Cutting Themes
- Long Term Sustainability

The information provided under each of the headings form an important part of the selection criteria that will be used in the assessment and appraisal process from which a decision can be taken about the award of grant assistance to the project.

The information provided will be assessed against the following rating criteria;

High
The applicant has provided robust and detailed responses against all of the evidence requirements
Medium
The applicant has provided satisfactory and detailed responses against most of the evidence requirements

Low
The applicant has provided potentially incomplete or insufficient responses against one or more of the evidence requirements
Minimal
The applicant has provided incomplete or insufficient responses against one or more of the evidence requirements

The quality threshold for a project plan is a rating of Medium across all nine headings.

2.1 Project Plan Headings

Please refer to the application guidance for a description of each section and the Project Plan evidence required.

Strategic Fit
<p>1. Fit of project with the Rural Programmes strategic objectives and focus area</p> <p>Under sub-measure 16.2 – ‘support for pilot projects and for the development of new products, practices, processes and technologies’, the proposal will contribute towards Focus Area 6 - promoting social inclusion poverty reduction and economic development in rural areas, with a focus on the following area:</p> <p>6(b) Fostering local development in rural areas.</p> <p>The proposal will deliver a range of innovative pilot projects, practices and processes at local and national level. These will be developed with the aim of building capacity of local groups and organisations to take responsibility for protecting and improving their local environment. This will also enhance social and economic wellbeing for communities and future generations.</p> <p>Pilot projects and processes will be trialled and monitored. Lessons learned will inform future interventions such as behaviour change campaigns, community action and adoption of litter-free zones by businesses and schools.</p> <p>The overall ethos of the project is one of collaboration, not only between the partners directly involved in delivering the project, but with a wide range of organisations across the private, public and third sectors. Evidence shows that the complex issue of improving local environmental quality can only be achieved with co-operation between all relevant organisations at a place-based level.</p> <p>2. Fit of project with national priorities and the Themes of Action of the ENRaW Scheme</p> <p>The project will fit primarily with Theme 2; improving the quality of the urban and rural built environment. It will empower communities to take action to tackle poor LEQ,</p>

particularly in our most deprived communities. Community groups may also do some work under **Theme 1** to further develop community green space to support climate change mitigation, biodiversity, and create areas for pollinators and food growing, as they become more confident and experienced.

Under a national umbrella, local pilot projects will be agreed and delivered. Activities will include establishment of 'LEQ Hub Cymru', national clean-up campaigns, behaviour change campaigns including to reduce single-use plastic, tackle roadside litter and improve air quality. The project will trial a new innovative project to plant trees (Tiny Forest), prevent 'problem' littering (e.g. seagulls, drug-related) and tackle litter at source.

Caru Cymru will focus on making towns and cities more attractive places to live, work and invest in, with the introduction of a scheme where schools and businesses can adopt an area and make sustainable improvements to help keep it litter-free. The project will support local communities, especially those in deprived areas to improve their local environment tackling the things that affect them adversely such as dog fouling, fly-tipping and littering.

Caru Cymru will help deliver the following national priorities:

Prosperity for All:

Support a substantial increase in people's physical activity through healthier lifestyles using Wales' significant natural resources

We will support people to come together in outdoor, practical activities. This will support improved physical and mental health and well-being, reducing feelings of loneliness and increasing confidence and self-esteem.

Helping to create and upgrade local facilities that bring people together such as green space, helping communities to take ownership of local assets

We will support communities to 'adopt' their local area and improve it for local benefit. Volunteering activities may include improving access and creating safe community spaces for people to enjoy. The project will assist groups to manage assets by providing training, affordable insurance and advice. Partners will investigate asset transfer to the community where possible.

Building the capacity of communities as places which support better health and well-being

Community action enhances social capital, builds resilience, pride of place and sustainability. By bringing people together with a shared goal, the project will reduce social isolation, empower individuals and build friendships, all of which deliver significant health and wellbeing benefits.

Building a sustainable relationship with the Voluntary Sector, based on the outcomes we want to achieve for communities

Caru Cymru brings the Voluntary Sector, local authorities, private and higher education sectors together to support local community action. It will provide funding to facilitate effective delivery by volunteers, supported by trained, experienced staff until the community have developed skills and networks to run their own activities.

Caru Cymru will also contribute to the aims of the Programme for Government through supporting business with sustainable procurement (plastic reduction) and resource efficiency through the promotion of the circular economy.

Natural Resources Policy:

NRP identifies **resource efficiency** as a key priority. For Wales to reduce its impact on Natural Resources, it is important that materials are kept in use for longer. Action on this priority could lead to improvements in business competitiveness through reduced material costs and local environmental quality through reduced littering. The project will identify innovative local solutions such as helping local business/consumers to change behaviour around reusable containers and a culture change towards refill such as installation of water fountains

Reverse the decline in biodiversity

We will support communities to understand the importance of local biodiversity and undertake activities to reverse the decline. A crucial element of delivering sustainable LEQ solutions is to improve areas to prevent further neglect/vandalism, so volunteers will work with Local Authority ecologists to improve habitats, plant for pollinators and reduce flood risk.

Supporting climate change mitigation and adaptation through ecosystem approaches

Participants will be advised to consider entire ecosystem approaches when planning activities and encouraged to take action to tackle threats e.g. invasive species and build resilience e.g. tree planting. The Tiny Forests pilot will be a great way to test the ecosystem approach.

Reduce noise pollution and pollution levels in our air and enhance air quality

We will run an air quality pilot to develop a behaviour change campaign in an area where children and young people are most vulnerable to air contamination.

National Opportunities for Wales' natural resources to contribute across the wider well-being goals and support PfA/EAP

1. Caru Cymru will focus on communities' most persistent problems. As well as

improving LEQ and cost savings for Local Authorities, there will be real investment and direct local economic development in most deprived regions where LEQ issues are the most difficult to address and social, economic and health inequalities are the most acute. By improving LEQ, we aim to make green spaces more accessible and inviting, so encouraging people to use them more often

2. By bringing people together to tackle poor LEQ, we will empower individuals, give them a voice, bring neighbours together and build confidence to take on more ambitious activities that can deliver huge community benefits and support social cohesion.

Wellbeing of Future Generations Act

A Prosperous Wales - More volunteering and learning opportunities enabling people to improve their skills and become better equipped to find employment. Community groups will be supported to generate their own income, making them more sustainable and injecting money into the local economy. Businesses and public sector will experience reduced costs by tackling costly LEQ issues in a different way.

A Resilient Wales - Communities will be supported to undertake activities to improve their local area which results in behaviour change as people better value the wider environment. Project partners and participants will use resources efficiently, encouraging and enabling more waste to be re-used, repaired or recycled (e.g. through establishment of more Repair Cafes and reuse 'tip' shops).

A Healthier Wales – People will undertake environmental activities, providing health and wellbeing benefits and better access to good quality green space. People will have a greater sense of wellbeing from working outside, seeing completed projects and working with others. We will work with local organisations concerned with physical and mental health to achieve positive outcomes for their clients within the context of volunteering.

A More Equal Wales – All sectors will be supported to transform neglected sites into community assets and address the imbalance of environmental justice. Caru Cymru will offer volunteering opportunities for all abilities, ensuring that everyone can play an important role at a level they are happy with. The most vulnerable will be helped to volunteer in their community, leading to improved quality of life, greater self-esteem, integration into the wider community and increased employability

A Wales of Cohesive Communities – New collaborative, cross sector networks developed leading to better-connected communities working together to improve LEQ.

Facilitators will be employed in each Local Authority area, playing a key role in liaising between different organisations and volunteers, improving project outcomes and bringing members of the community together. Strong, cohesive community networks

will be built, supporting disengaged people to play an active role.

A Wales of Vibrant Culture and Thriving Welsh Language – Caru Cymru will promote local use and ownership of natural and heritage assets which are managed to a high quality, supporting Welsh language and traditions. Groups and individuals who prefer to communicate in Welsh will be able to do so.

A Globally Responsible Wales – As the Foundation for Environmental Education member for Wales, Keep Wales Tidy is linked to an international network of environmental organisations. We will learn from them and at the same time ensure that the innovative and effective work we are delivering in Wales will influence others across the globe.

Marine Litter Action Plan for Wales

Keep Wales Tidy have been a key partner in coordinating the Clean Seas Partnership and developing the Marine Litter Action Plan (2017-2020). We have delivered on a number of the key actions for the first stage of the plan and will continue to support the partnership post-2020 through beach cleans, marine litter education and building an evidence base for Wales.

Single Use Plastics Directive

In expectation of actions against this Directive, Keep Wales Tidy have been collecting data on SUP which are marked in the legislation for market restrictions to support baseline data and development of impact assessments.

National Litter Prevention Plan for Wales (In development – planned for 2020)

Keep Wales Tidy sits on the advisory group and it is hoped that Caru Cymru will be one of the key delivery mechanisms, cutting across all proposed objectives and promoting the plan's ambitions to an all-Wales, cross-sector audience. Local LEQ plans delivered as part of Caru Cymru will reflect key monitoring and progress against the national plan, linking with the Marine Litter Action Plan and Zero Waste Wales

Environment (Wales) Act 2016: We will encourage communities to manage their environment in a more proactive, sustainable way, and support waste reduction, reuse and repair as part of the Welsh Government shift towards a Circular Economy.

3. How the project contributes to the delivery of local/regional objectives and plans

Area Statements: Caru Cymru supports a place-based approach to tackling LEQ which highlights the need for identifying local challenges and tailoring solutions to ensure stakeholders are engaged from the outset. It will address priorities where we

can impact most e.g. improving community cohesion, reducing litter, ill-health prevention and contributing to health and economic equality.

Local Wellbeing plans: Out of the 19 Public Service Board wellbeing plans across Wales, 15 identified volunteering as key – active volunteering is at the heart of this project; 16 identified green space opportunities and 11 identified the need for communities to feel safer – poor LEQ has a significant impact on this. Our approach will help deliver PSB wellbeing plan objectives across Wales.

Local LEQ action plans: We will develop annual LEQ plans in partnership with each local authority and support them to develop longer term strategies and monitoring for priority issues in their area, whilst feeding into national indicators and relevant strategies.

A Fly-tipping Free Wales: Fly-tipping Action Wales are a partner and the project will help deliver 'A Fly-tipping Free Wales'. We will use Fly-mapper data and local intelligence to identify affected communities to devise new collaborative, cross-border initiatives in problem areas and support community action to tackle fly-tipping. We will run a national campaign targeting domestic fly-tipping and develop guidance for local authorities, supported by behaviour change expertise and in parallel with the Welsh Government new Waste Review (expected to be released in early 2020)

Regional and Local Authority plans & strategies: Caru Cymru will support delivery of local Green Infrastructure, biodiversity and litter plans. It will contribute towards delivery of the themes contained in the Valleys Regional Park Prospectus, the work of public service boards and regional partnerships who are working towards litter prevention such as SAC's (Gwynedd and Pembrokeshire) and the Snowdonia Partnership. Caru Cymru will work in collaboration to develop these plans further and help link with the wider national indicators contained in the NRP, Prosperity for All, Zero Waste Wales and other related strategies.

Air Quality: We will communicate the risks associated with high levels of air pollution and aim to address behaviour accordingly. As described in the Clean Air Zone Framework for Wales, school children are particularly vulnerable and 'idling' is a problem at many school sites. We will run a behaviour change pilot in an area where children are most at risk (based on persistent NO2 emissions data) linking to Local Air Quality Management Plans and Active Travel Wales.

Financial & Compliance

Has the simplified unit cost basis been used for calculating Staff Costs?

If yes, please provide detailed calculations.

Flat Rate Simplified cost option used – see Project Plan Annex 1 for Keep Wales Tidy staff who contribute to most staff costs.

1.4 FTE funded 100% by Project in the case of Keep Wales Tidy plus 21.9 FTE part funded using Flat rate simplified cost option

6 FTE funded 100% by Project Local Authorities plus 9.4 part funded using Flat Rate Simplified Cost option

What funding will be used to cover any non grant element of the project?

Provide evidence of correspondence where available.

£25,000 per annum private sector funding

What funding has been explored to fund the project prior to the request for grant? Provide evidence of correspondence where available.

A number of funding avenues have been explored:

Cash Reserves:

The Board of Trustees consider the Reserves Policy for Keep Wales Tidy annually. The current policy is that the Company should build up an unrestricted reserve sufficient to fund three months working capital with any remaining unrestricted reserve to be used to cover ongoing company liabilities. The designated reserve for working capital at 31 March 2019 was £750,000.

The Trustees have also identified a requirement for a reserve in relation to the strategic growth of the business. It is envisaged that this reserve will enable Keep Wales Tidy to develop the organisation in relation to repositioning itself in the Welsh market and promoting itself more fully to potential customers, sponsors and other stakeholders. The designated reserve for strategic business development at 31 March 2019 was £300,000.

As such this would not be sufficient funding to run such a strategic, large, ambitious project

Private sector funding:

Match funding has been secured for the project from businesses in the private sector – as the project develops and LEQ issues are identified through action plans, other appropriate bodies will be approached to fund supplementary campaigns and projects additional to those included in this proposal. Throughout the duration of the project,

businesses will be encouraged to support local community groups directly (in-kind or cash) through the loan and/or provision of skips, equipment etc.

Third sector and other public sector funding;

Previous support for LEQ activity has been secured by Keep Wales Tidy, and project partners, from Welsh Government. The difficulty we have found is the scale and National ambition of Caru Cymru. All possible funding pots we have explored cannot accommodate a project of this size that works in every part of Wales, engages so many organisations, partners and volunteers. The other issue is that the project will be trialling new approaches with a series of pilots, new methods and ways of working. This 'pilot' approach does not fit the criteria of many funders, as exact targets and outcomes need to be identified at the application stage. All 22 local authorities are partners in Caru Cymru and they will be providing match funding in-kind for many aspects of the project.

Reducing cash cost of the project eg by utilising volunteer labour

The project costs have been scrutinised and minimised as much as possible e.g. The setting up of local Litter Picking Hubs means less support (and associated travel) from Keep Wales Tidy staff will be required, as there will be more self-sustaining activities and shared resources available to local communities.

Volunteer labour is a huge element of the project. All tasks that can easily and safely be conducted by volunteers eg litter-picks, have been included. We predict that over £4,000,000 of volunteer labour will be utilised and the grant requested covers the cost of staff time necessary to facilitate and support that volunteer action.

What existing funding does the business have? Provide evidence of existing overdraft/loan or other banking facilities where available.

Please see attached last three years of Keep Wales Tidy Statutory Accounts (Project Plan Annex 2). Keep Wales Tidy does not have an overdraft or loan facility.

Provide a detailed explanation of the need for grant of the specific amount requested.

The Project has been carefully costed to allow delivery to meet outcomes. Please see Value for Money Section for breakdown of proposed costs.

As lead partner, Keep Wales Tidy will manage all project finances. Partners will provide quarterly returns detailing expenditure against budget – these will be used as a basis for reporting to Welsh Government. As lead partner, Keep Wales Tidy will be responsible for confirming these returns are correct and meet project guidance. A unique financial department within the financial system will be set up to enable

efficient cost control of the project. All expenditure will be entered onto Keep Wales Tidy's finance package and monthly updates will be provided to the Project Management Team for variance analysis to ensure the projects works to profile. Procurement will follow internal and project requirements.

Show how your financial systems and financial planning are robust.

Keep Wales Tidy financial systems are backed up daily and regular updates to the system are implemented to ensure full compliance with current standards. Administration of the ICT system is managed externally by a reputable professional supplier of IT Management Services. As an organisation we hold Cyber Essentials Plus certification. Security limits the members of staff who have access to financial systems.

Keep Wales Tidy is externally audited annually following year end.

Financial planning is led by the Senior Management Team and includes a wide range of stakeholders including staff and board members. Annual budgets are produced as well as quarterly forecasts which are scrutinised by the Management Team and Audit Committee. This process is overseen by the Keep Wales Tidy Board of Trustees.

The underlying assumptions that the financial plans are modelled on are:

- The Keep Wales Tidy staff structure is fixed but with some flexibility to ensure we deliver on pilot projects and any other outcomes which may arise due to project partner initiatives and research findings. This ensures there is capacity to deliver the project successfully across Wales.
- The Lead Partner has assumed a 2% cost of living per annum for staff salaries
- All partners at the start of the project remain directly involved throughout.
- The costs proposed are based on historical information and experience of delivering large projects in the past.
- As a charity Keep Wales Tidy is unable to recover VAT for expenditure against grant income. It is assumed that all Lead Partner non-staff costs will be subject to VAT in order to calculate an irrecoverable VAT estimate.
- The Value for money section has been broken down into headings as per Annex A RDP Guidance Wales Guidance on Categories of Expenditure

Outline the sources of finance for this proposal. You must indicate if each source of funding is already secured or only provisional. There are four elements that may be covered in the financial data:

The project will be funded by the grant income and a small amount of commercial match income.

See Project Plan Annex 3 for projected Profit & Loss, Cashflow and balance sheet for the project.

Delivery of the project is dependent on this funding bid being successful.

Please outline your assumptions concerning turnover and cash flow.

It is expected that grant payments shall be made in line with the Welsh Government Compact with the Third Sector with payments received quarterly in advance. This income will be held in Keep Wales Tidy's current accounts and readily available to ensure payments to suppliers and all creditors will be made on time.

See Project Plan Annex 3 for financial forecast income assumptions.

Delivery

Part 1

Project Delivery

Why the project is necessary.

Poor LEQ has far-reaching, negative impacts for communities and government. It stifles economic growth and tourism, affects wellbeing, prevents people from using green space and is associated with higher rates of crime and anti-social behaviour. LEQ issues are amongst the top concerns raised by residents, regardless of geography or demographic. LEAMS data shows that whilst litter has generally improved since the baseline set in 2007/8, some litter has increased, e.g. 'on the go' items. The estimated cost of cleansing is £85 million per year in Wales. Poor LEQ, including air pollution, can pose a significant risk to public health. Tackling LEQ issues requires a collaborative and multi-stakeholder approach to raising awareness and behaviour change.

Evidence and Rationale that has shaped identified activity

All partners have been attempting to tackle LEQ issues for many years, but the issue is not improving. The 'on-the-go/throw-away' society that we now live in, coupled with reduced budgets for environmental activity has meant that the existing approach is simply not working. More and more people are complaining about the issue of litter but are also offering their help to clean it up. Partners cannot keep up with demand for support for community clean-ups. Half of Wales seem to be disposing of litter irresponsibly, whilst the other half are cleaning it up – it is simply not a sustainable way to deal with the problem. A more strategic approach to tackling LEQ issues in Wales that crosses geographical boundaries, enables more effective collaboration between Welsh Government, local communities, third sector, Local Authorities and other partners is needed. We need better engaged, empowered, self-supported local communities. We must focus efforts in priority areas that need it most (using a strong evidence base), have more robust monitoring and evaluation of trials to see what works most effectively and focus more attention on ways to prevent the LEQ issues from arising in the first instance.

Keep Wales Tidy has collated litter survey data annually over twelve years, which shows that, despite a general decrease over the years, litter issues still persist in every area of Wales. Recent data appears to show an upward trend in food and drink 'on the go' litter and this reflects a growing public concern and awareness with LEQ issues topping the lists of concerns made to councils and AM's. There has been a growing disparity between the best and worst performing areas in Wales and our multi-tiered, holistic approach will go some way towards resolving this. Our surveys will adapt to new legislation to try to measure the effect of policy (such as the Single

Use Plastics Directive) as well as continuing to identify the sources and types of litter found.

What we propose to do and how we propose to do it?

Caru Cymru will take an innovative approach to tackling LEQ issues effectively, with the aim of bringing about long-term, sustainable improvements. It will create a new strategic partnership providing a consistent approach to delivering Welsh Government LEQ priorities across Wales ensuring efficient use of resources and no duplication. Under this national umbrella a range of local pilot projects will be agreed and delivered. Activities will include; establishment of 'LEQ Hub Cymru', a virtual Centre of Excellence to tackle the most persistent LEQ issues bringing together national LEQ expertise, topic and regional fora, research and advice, the development of LEQ Action Plans for every local authority area in Wales which will take a holistic, place-based approach to tackling LEQ based on local need and evidence, national litter surveys, national clean-ups, new awareness raising and behaviour change campaigns to reduce single-use items, tackle roadside, fast food, drug and smoking related litter, dog fouling and air quality.

The project will support local communities to improve their local environment. Caru Cymru will establish a network of community litter-picking hubs to provide access to tools, guidance, insurance and equipment for litter-picking activities and produce an LEQ campaign toolkit, containing resources to help people run tried and tested LEQ campaigns. It will also introduce an adoption scheme for schools and businesses to keep areas litter-free and prevent further littering.

Caru Cymru will trial new innovative projects to improve biodiversity (Tiny Forest), encourage more active lifestyles, create child friendly streets, analyse street litter, prevent littering by seagulls, provide opportunities for the most vulnerable and tackle litter at source and will investigate new methods of dealing with contaminated marine plastic.

Keep Wales Tidy will employ a team of experienced, locally-based facilitators who will develop linkages between all partners and support community action, and Local Authorities will have dedicated staff to focus on LEQ issues. All activities will be closely monitored, evaluated and used to share best practice. Lessons learnt will support better delivery elsewhere.

Where we propose to do it?

Caru Cymru will deliver in every local authority area of Wales. Keep Wales Tidy and local authority partners will have dedicated officers to deliver the project and support local community action in their respective counties. LEQ action plans will be drawn up

for each county which will identify priority areas for action. Annual litter surveys will provide evidence of areas with lowest levels of cleanliness which can be targeted for improvement. Community litter-picking hubs will be spread throughout counties, taking into account worst littered areas, areas of highest population and ease of access (transport routes). Before any awareness/behaviour change campaign is delivered, research will be undertaken to identify areas most in need.

What we need to put in place to deliver the project?

The project will establish a steering group comprising regional representatives of the Local Authority partners, representatives from Keep Wales Tidy, Welsh Government and Cardiff University. Regional fora will be set up, who will meet 3 or 4 times a year, bringing together all the partners, Keep Wales Tidy project staff, Fly-tipping Action Wales and other stakeholders as identified at regional level by the partners. National Fora will also be established to inform and develop the national LEQ campaigns, again bringing together partners and other organisations with an interest in the particular LEQ problem.

Keep Wales Tidy facilitators, working with identified leads from each Local Authority, will develop annual LEQ action plans for each Local Authority area. These plans will be based on the same over-arching framework but be tailored to meet the specific needs and priorities of each area.

Monitoring and evaluation tools will be developed for the various project trials, including the establishment of baseline data. At the start of the project, we will commission an external consultant to help prepare a monitoring and evaluation framework. A tender will be drawn up and advertised on Sell2Wales. We will ensure the brief includes both formative and summative approaches.

A timetable of delivery for your project

Please see section 2 of Caru Cymru delivery plan (Project Plan Annex 4) for a detailed breakdown of activities over the 3 years of the project.

How the applicant is eligible

Caru Cymru is a proposal for a 'pilot' project under measure 16.2. Keep Wales Tidy is eligible to apply as it is a registered charity and an SME business. Caru Cymru is also a formal partnership project between 24 organisations.

How the project activity is eligible under the scheme and measure

The activity we are seeking to pilot contributes to achieving the objectives and priorities of rural development policy by;

- Supporting co-operative work on new practises (between 24 formal partners, organisations involved in regional forums, hundreds of community groups and

thousands of volunteers)

- Helping small operators in rural areas find economies of scale which they lack when acting alone by organising joint work processes and sharing resources (eg community litter hubs, national campaigns, LEQ toolkit),
- Supporting joint approaches to environmental projects and ongoing environmental practises (through project forums, information and best practice sharing, project trials)

Caru Cymru will support the creation of new networks; local, regional, topical and National. These will include delivery and support organisations, public sector, the local community (volunteers, schools, higher education), businesses, advisory and research organisations. The project will deliver innovative activity by bringing together expertise, trialling new approaches, exchanging knowledge, networking and creating resources that will be transferable and available to all those who need them.

Provide an explanation of how you propose to follow the appropriate procurement and tendering procedures and that appropriate timeframes are in place.

Keep Wales Tidy will follow Welsh Government Rural Communities - Rural Development Programme 2014-2020 Competitive Tendering and Public Procurement Technical Guidance Note in parallel with Keep Wales Tidy's own procurement requirements.

Part 2

Risk and Risk Management

The top 6 risks are listed in the table below and a more detailed risk register is included in section 8 of the Caru Cymru delivery plan. (Project Plan Annex 4)

What is the risk?	What is the likelihood of it happening?	What would the consequences be if it did happen?	What might avoid it happening or, how might the effect be reduced?
Communication and expectation between partners is not clear in terms of operation, administration and/or finance.	Medium	Negative relationship between partners. Aspects of the project could fail. Delays and inefficiencies in	Clear communication from the start of the project with key personnel in each partner identified and expectations identified and agreed to, linking with local action plans. Clear

Welsh Government Rural Communities – Rural Development Programme 2014-2020
Application Form – Project Plan

		processes. Delays in payment to partners	deadlines for monitoring and submission of claims
Loss of staff/key personnel.	Low	High standard of work compromised. Delays in delivery. (Local) knowledge gap. Frustrations/loss of enthusiasm from community members if support is delayed	Ensure staff can cover roles. Continue to develop the team.
Activities, including pilots, are not delivered to a high standard or are not delivered at all.	Low	Communities would suffer. Reputational risk to all partners. New innovations not explored.	Ensure clear info/instruction is cascaded and that checks, support, and training in place. All partners and staff engaged in project planning
Staff well-being suffers.	Medium	Knowledge gap. Deadlines missed. Additional demands on other staff.	Good project planning. Ensure the demands on staff are managed. Clear communication and staff engaged in planning. Issues resolved swiftly. Continual improvement in staff welfare.
Community/volunteers not engaged.	Low	Projects not fully embedded into community, with limited or negative outcomes. Targets not met. Loss of partner reputation in communities where activity did not take	Ensure existing relationships are maintained to ensure engagement. Appropriate resources available to target engagement and monitoring to identify gaps early

Welsh Government Rural Communities – Rural Development Programme 2014-2020
Application Form – Project Plan

		place	
Funding cuts to public sector		<p>Allocated resources may not be available from partners.</p> <p>Project may lose momentum within some partners and this may impact on the rest of the collaborative partners.</p>	<p>Encourage partners to communicate regularly and to give timely notice of any possible issues.</p> <p>Ensure the project is embedded into the partners with multiple stakeholders involved.</p>

Project Management

Explain how the applicant has the capacity and resources necessary to successfully deliver the project and achieve the proposed outputs and results.

Keep Wales Tidy has the staff structure and geographical set-up to be able to easily take on new projects and programmes. We have developed and used this model effectively over the past 40 years. Staff will be largely part-funded by this project, so have capacity to deliver Caru Cymru. The funding included in this proposal will cover the element of staff time needed to facilitate the project as well as the tools, equipment and resources to deliver it. If this funding was not secured the work would not be able to take place.

Set out the project implementation plan and show all the activities and resources committed to the proposal.

Please see section two of the Caru Cymru delivery plan (Project Plan Annex 4) for a timetable of key milestones and project activities per quarter.

41 individual Keep Wales Tidy staff and 18 partner staff will be involved – the vast majority are part funded and there is flexibility between financial years to resource specific pilot projects. Of the Keep Wales Tidy staff there are 22 Local Authority based staff members who will act as facilitators with Local Authorities and communities.

Explain how the applicant has the operational, technical, financial and personnel skills to deliver this project; include communication skills where that is necessary.

Keep Wales Tidy has been running a Caru Cymru development phase for the past year so has all the experience and skills to deliver this project. The development phase enabled us to set up and trial operating, monitoring and financial systems, establish good links with partners (operational, financial and communication) and ensure personnel were trained and upskilled.

Operational – Keep Wales Tidy is highly experienced in project management and delivery, having delivered a range of projects and programmes for the past 47 years. As a National Charity, the organisation is well versed in applying for and receiving grant funding (including EU funds) and used to delivering against a range of targets and priorities in a defined timescale. All staff understand the complexities of grant funding and staff are highly experienced in working with partners to fully engage them in project design and delivery; from community, grassroots level (individual volunteers, schools, community groups) to local partners (councils) and others (e.g. politicians, businesses). Keep Wales Tidy has the operational structure, geographical spread, expertise, management, policies and procedures, management systems, governance and staffing levels to be able to deliver this project professionally, effectively and

efficiently.

Technical – Keep Wales Tidy has much expertise when it comes to LEQ issues and is seen as the lead organisation in Wales for litter issues. The policy team is highly experienced in conducting surveys, writing and influencing policy, analysing data and producing reports. They will work with behaviour change experts from Cardiff University when researching and devising project campaigns. The communications team has been responsible for coordinating a wide range of integrated bilingual campaigns at a local, regional and national level. They have the technical skills to ensure campaigns are designed in line with behaviour change principles, implemented across multiple channels and monitored effectively. Keep Wales Tidy has a GIS Specialist in-house, who uses multiple GIS software packages and technologies to assist all projects in the collection, storing, analysis, manipulation and cartographic presentation of a complex range of geographical and spatial data. Efficient relational geodatabases, custom-programming, and use of spatial statistics allows our GIS Specialist to investigate patterns, assist project monitoring/evaluation, and better understand the geographic implications of proposed developments or work in-progress.

Financial - The finance manager is highly experienced in managing complex European-funded projects with multiple partners and has over 20 years' experience. As lead partner, Keep Wales Tidy will manage all project finances, including project partners. A separate project financial department within the Keep Wales Tidy financial system will be set up to enable efficient cost control of the project. All expenditure will be entered onto SAGE by the finance department and monthly updates will be provided to the Finance manager for checking against expenditure profile. All expenditure will follow Keep Wales Tidy's robust financial procedures. As lead partner, Keep Wales Tidy will be responsible for financial management and a number of tools will be utilised. Sage 50C is the primary financial tool that will be used and Caru Cymru will have a distinct financial department in both Sage and Keep Wales Tidy financial management accounts. All project expenditure will follow Keep Wales Tidy financial procedures and be subject to an external independent audit annually.

Personnel skills – The deputy Chief Executive will be responsible for overall delivery and has 25 years' experience of managing large, complex, grant-funding projects such as Caru Cymru. The 5 Regional Managers each cover a geographical area of Wales and are responsible for ensuring delivery in their respective regions. They have years of experience of project managing grant-funded work and have strong regional networks. They perform a crucial role, particularly with regard to local project planning and problem-solving. The community team (1 officer per county) have over 10 years' experience of engaging and supporting local communities and working in partnership with local authorities. They are trusted, well networked and based within the

communities in which they will operate. They are highly skilled at planning and supervising practical community activities, ensuring health and safety guidelines and safe working practises are followed. They are effective facilitators who are able to engage and motivate local communities, giving them the confidence to carry out their projects. They are skilled in group formation and transferring skills to enable volunteers to take action for the long-term. The LEQ team are extremely knowledgeable on all LEQ matters, including policy, and are proficient at conducting litter surveys, analysing data and writing reports with recommendations for local authorities.

Communication skills - As lead partner, Keep Wales Tidy will be responsible for project communications, both internal and external. Open lines of communication will be established between project leads and delivery staff, and a contact list of relevant key personnel will be circulated to all partners. Keep Wales Tidy utilises many methods of internal communication on projects including face-to-face meetings, skype calls, teleconferences, phone and email correspondence. Whilst the project is a collaboration between 24 formal partners, the key communication channels for project delivery will be at local level between the local Keep Wales Tidy officer and the relevant local authority partner. This 2-way communication is very easy to facilitate. External communication will be delivered as per the communication plan (section 9 of Caru Cymru delivery plan - Project Plan Annex 4). Keep Wales Tidy's communications team has years of experience effectively managing communications for complex, multi-partner projects. They will develop and disseminate key messages to partners and create a series of bilingual templates e.g. press releases, posters, digital banners and social media posts.

Set out the track record of the management team and the key staff who will be involved in the delivery of the project.

Keep Wales Tidy has a strong track record, with over 40 years' experience in managing complex environmental and community projects with a range of partners and funders. As a charity who is reliant on public funding, Keep Wales Tidy is fully aware of the need to accurately capture all project spend and deliverables, are very competent in managing partnerships, relationships, outputs, finances and ensuring funders receive all reports and project information in a timely manner. Keep Wales Tidy are very experienced at reporting against Welsh Government and EU goals and priorities and are very well networked.

Recent/current, large, partnership examples managed by Keep Wales Tidy include:

- *Long Forest (hedgerow project in partnership with Woodland Trust) – funded by HLF (Project Plan Annex 5)*
- *Living Wells (Wellspring partnership with heritage partners) – funded by HLF*

- *Tidy Towns (partnership project with 22 local authorities) – funded by WG (Project Plan Annex 6)*
- *Natural Buzz (national community pollinator project) – funded by WG (Project Plan Annex 7)*
- *Eco Schools (95% of all schools in Wales) – funded by WG*
- *Spring Clean Cymru (22 local authorities, involving over 200 organisations) – funded by private sector*
- *Beach awards (16 local authorities) – funded by councils*
- *Green Flag for Parks (22 local authorities) – funded by councils, partners and WG*

The senior management team consisting of Chief Executive, Business Services Director and Deputy Chief Executive will oversee the project (meets fortnightly). They have been responsible for overseeing all of Keep Wales Tidy's operational activities for the past 8 years. Keep Wales Tidy will provide administrative, HR and financial support.

Over 40 Keep Wales Tidy staff will be involved in the project at a variety of levels, with a good geographical spread across Wales. All are part-funded by the project. This variety of roles and time involved means that Keep Wales Tidy has the capacity and resources to deliver all proposed outputs and results and can also accommodate any staffing issues that may arise during the project period e.g. staff sickness. More detail on the specific key delivery roles involved is set out below.

The *Deputy Chief Executive* will provide overall management, with guidance from members of the steering group, *Chief Executive* and *Business Services Director*.

Keep Wales Tidy Regional Managers (5) will manage activities at local and regional level, including new pilot projects, local delivery and bringing partners together in regional fora.

Keep Wales Tidy Policy Manager will establish LEQ Hub Cymru, building an evidence base to support behaviour change and awareness raising campaigns, overseeing all policy and research work and managing the relationship with Cardiff University.

Keep Wales Tidy Communications Manager will co-ordinate all project communications, including print and broadcast media, social and digital channels. Campaign development and delivery will be supported by a communications officer.

Keep Wales Tidy Finance Manager is responsible for financial monitoring, gathering of financial evidence, submission of claims, preparation of financial reports and payments to project partners and will be supported by a finance officer.

Keep Wales Tidy Community Project Officers (22) will act as facilitators locally. Their role is to engage, support and train community groups and litter champions, supervise practical activities, conduct litter surveys, set up community litter hubs (find, recruit

and train hub managers), deliver local awareness campaigns, work with local authority partners to prepare and deliver annual LEQ action plans, help companies move away from single-use items and support schools and businesses to adopt an area and keep it litter-free. They will help to overcome barriers, ensure effective working, aid effective communication and help build meaningful partnerships at all levels.

Keep Wales Tidy Project Officers (3) will deliver the annual litter surveys (conducting surveys, compiling data and writing reports for each council area) plan and deliver awareness and behaviour change campaigns, undertake policy and research work, work with council partners and Keep Wales Tidy community officers to prepare annual LEQ action plans (focussing on monitoring and evaluation methodology).

Keep Wales Tidy support staff (3) will provide administrative, procurement and monitoring support, GIS capability, data analysis and delivery cover for the project as required.

Local Authorities will each appoint a project lead who will be responsible for providing monitoring and financial reports and co-ordinating Local Authority activities. They will be the point of contact for all partners, internal and external.

Where appropriate explain any investment in upskilling of existing staff to support successful delivery of the project

Keep Wales Tidy recognises the importance of training and development and encourages staff to undertake learning, both in the workplace and in their own time to assist work performance and widen knowledge and expertise. Staff working on Caru Cymru will receive training and support on any aspect of the project as necessary and appropriate. A training budget has been included to cover the costs of training which will be identified at annual staff reviews. Internal training, upskilling, shadowing and mentoring will be available for all project staff, so they have the skills and confidence to carry out project activities effectively. This will include conducting surveys, using new electronic project monitoring tools, how to run effective campaigns, use of social media, behaviour change techniques, health and safety and first aid.

Value for Money		
Show how the total project costs have been arrived at by providing a detailed breakdown of the proposed expenditure.		
Item	Category of Expenditure	Estimated Cost (£) Excluding VAT
Gross Pay 1.4 FTE 100% Funded KWT including Employer Pension Contribution, Employer NI Contribution and contractual benefits	Staff Costs	133,774.83
Gross Pay 6 FTE 100% Funded LA including Employer Pension Contribution, Employer NI Contribution and contractual benefits	Staff Costs	513,757.35
Simplified Staff Costs KWT – using Flat Rate (See Detailed Spreadsheet – Appendix 3)	Staff Costs	2,407,315.55
Simplified Staff Costs Local Authorities	Staff Costs	663,376.17
Staff Training (Net)	HR Costs	24,216.67
Meetings and Conferences (Net)	Marketing and Promotion	29,974.22
Travel and Subsistence	Travel and Transport	92,085.00
Publicity (Net)	Marketing and Promotion	244,775.36
ICT Costs	ICT	4310.00
PPE (Net)	Administration	25,000.00
Rent for Equipment Storage (Net)	Accommodation	14,170.00
Partnership Work for Behaviour Change (Net)	Marketing and Promotion	55,000.00
Consultancy Fees (Net)	Legal and Professional	107,958.00
Agency Workers	Legal and Professional	91,340.00

Litter picking Equipment, tools and other consumables (Net)	Administration	406,508.00
Materials (Net)	Administration	172,923.00
Flat Rate 15% of Staff Costs	Flat Rate	557,729.56
Irrecoverable VAT Estimate	Irrecoverable VAT	113,379.00
Capital Expenditure	Plant, Machinery & Other Equipment	660,000.00
Total		6,317,562.71

Explain how the costs of the project are considered to be reasonable taking into account the scope, scale and timescale of the proposals.

Caru Cymru is a National project, delivering practical action to tackle ‘front door’ environmental issues affecting communities, ‘the small things’ that really matter to people in all 22 Local Authorities. It will assist the most deprived communities and will work in most RDP wards across Wales. It will run for 3 years, will involve a wide range of partners, has many component parts and will deliver multiple benefits. All elements will be robustly monitored and evaluated. It includes a number of new behaviour change/social marketing activities, will produce campaign resources that can be used by anyone in Wales, will run innovative trials across Wales on a broad range of LEQ issues (e.g. tackling litter created by seagulls, roadside litter), will support grassroots community action and bring together a range of partners to work collaboratively to come up with sustainable LEQ solutions

The aim will be for Caru Cymru to become a sustainable ‘movement’ that will bring people together to tackle the issues that adversely impact their health and quality of life long after the project funding ends in 2023. By supporting local people, and providing training, tools and resources we aim to build resilience in the communities that need it most.

Keep Wales Tidy is a national organisation and the partnership with all Local Authorities in Wales, coupled with lessons learnt from the preparatory, development phase will offer a very powerful collaboration with the skills and expertise to start delivering in every county of Wales.

The model for project delivery is designed to ensure maximum collaboration and co-operation between partners and other stakeholders. A Keep Wales Tidy Project Officer will act as a facilitator in each local authority area, bringing together relevant stakeholders in the local area, supporting community action and the development and

delivery of pilot projects. The establishment of regional and topic fora will enable the sharing of good practice and lessons learned, ensuring efficient use of resources and avoiding duplication.

The project will deliver excellent value-for-money, leveraging in a significant amount of match funding, both in cash and in-kind. All council partners will be spending significantly more money than included in the bid on tackling LEQ issues. The exact amount will be captured when reports/claims are submitted, but we estimate it to be in the region of £1 million. The project will bring in private sector funding from companies such as McDonald's and Coca-Cola who have an important role to play when tackling fast food litter and preventing it at source. As the project develops, more funding will be levered in as new partners come on board and get involved in local action to improve LEQ. Community groups will be supported to generate their own income, both through other funding sources, but also from recycling initiatives which contribute to the circular economy.

Caru Cymru will support communities to take responsibility for their local area and will provide training, advice and equipment to enable that to happen, especially in the most deprived parts of Wales where communities are most vulnerable. It will release a huge amount of social capital by encouraging local people to take pride in their local area and helping volunteers to carry out thousands of practical improvement projects, saving valuable time and costs to councils in the face of ever-decreasing budgets. It is estimated that the value of volunteer effort will be over £4,000,000. In addition to the 'softer' impacts of our work on improving local environments, and the significant cost savings to local authorities, some of the activities will bring about very real investment and direct local economic development in the most deprived communities of Wales where LEQ issues are the most difficult to address and social, economic and health inequalities are the most acute. A reduction in anti-social behaviour and instances of fly-tipping for example, will reduce costs of responding for rubbish-related arson incidences to the fire service. Improving people's health and wellbeing will lead to reduction in demand on health services. The project will focus on preventing problem issues from arising in the first place, providing mediation services to overcome barriers which are difficult to measure.

This funding will provide a vital foundation to enable partners to engage with a range of organisations in public and private sectors to lever-in additional resources through sponsorship, formal partnerships, contracts, and 'charged for' services, which will generate sufficient funding for sustained delivery in years to come. Whilst we will build on experience gained in the preparatory phase, this new approach to tackling poor LEQ provides a step change in the way the partnership moves forward, with much more focus on prevention by reducing waste generation at source (packaging etc.) and working in partnership with retailers at a variety of levels (national, regional and

local). We will also work with more secondary schools to change teenage mindsets and encourage greater leadership/responsibility from schools.

The work of Local Authorities will be more impactful as they will be targeting priority LEQ areas and working collaboratively with partners to solve complex LEQ issues. Local communities will build relationships with private sector and others to enable them to take on more responsibility for their local area. As they develop skills and build capacity, they will also be able to source other pots of funding to fund their work, enabling their activities to grow and reducing reliance on partners resources. As groups gain experience, they will be able to support other groups to start to tackle poor LEQ in their areas building up a supportive community network of volunteer champions.

Private sector partners will provide match funding for the project and our aim, through delivering successful outcomes and visible improvements to LEQ, is to attract new private sector partners to invest in future delivery.

Show how costs have been determined to be reasonable by reference to quotation exercises; standard costs from previous activities; industry comparisons such as QS tables or an independent technical analysis.

The costs have been calculated using standard costs from previous activities, including the development phase of Caru Cymru and the previous Tidy Towns project that ran for 10 years. A large percentage of costs are revenue and based on actual employment costs of all the staff listed in the proposal. The Keep Wales Tidy staff costs included in the bid have been derived from our existing cost base and calculated to ensure we can meet the demands of this large, complex project on an operational, managerial and administrative support basis. They are based on our established pay, grading and related HR terms and conditions. The 41 Keep Wales Tidy staff¹ included are only part-funded by the project.

Despite committing to having a local officer working in each county of Wales, travel and subsistence expenses are still a major cost to Keep Wales Tidy due to the nature of the project activities. We have based the budget on historic information, using actual costs incurred in the past few years, and the guidelines set by HMRC.

The partner staff costs included in the bid are from 23 partner organisations across Wales, 22 local authorities and Cardiff University. They have been calculated to ensure that partners have enough staff resource to deliver the new approach, run pilots and a new way of working across Wales. Like Keep Wales Tidy, partners are

¹ 22 local community officers, 5 regional managers, 3 SMT, 2 finance officers, 2 comms officers, 2 admin officers, 1 GIS officer, 3 LEQ officers and 1 policy manager

only funding a small proportion of the staff time who will be involved in Caru Cymru, and they too will be funding the remainder from other sources.

The tools/material costs have been based on our experience of what we know it takes to deliver the activities included.

Where appropriate show how different options for the achievement of the project objectives have been considered and explain how and why the chosen option was decided

A number of options were considered for delivering action to tackle poor LEQ, including smaller regional and local delivery models. These were deemed to be inefficient as the issues in question are Wales-wide so need a more strategic approach to tackle them. This National approach means that we can benefit from economies of scale when it comes to procurement of certain items e.g. litter-picking equipment for litter hubs. A strategic approach will also enable us to have a much more robust monitoring system, ensuring we can gather data from every corner of Wales, helping us see what is working, where efforts need to be focussed and be an aid to future planning and policy direction.

Tackling problems locally would result in time and resources being duplicated as partners all try to come up with innovative solutions. As a simple example, 22 local authorities would all dedicate time and resources to devise a campaign to tackle roadside litter in their county, conducting research to come up with 22 approaches, messages and campaign designs.

Through Caru Cymru, we will devise one strategic campaign that can be used nationally and have a much bigger impact. The ability to design and run local pilots has been included so that partners can learn from each other, but by working under one national umbrella we can ensure that pilots are only being trialled in one area before being evaluated, adapted and rolled out to other locations.

For this project to be successful, it is crucial that we have staff working on the ground in every county, with sufficient managerial support to embed the new way of working and ensure effective partnerships are established and managed. We have included 3 days/week for each of the 22 Keep Wales Tidy community officers (60%) which allows us to part-fund our existing team of experienced, locally-based officers who have all the networks, local knowledge and skills to deliver the project effectively and efficiently. They are also based within the counties in which they operate, so saving on travel costs and time. An alternative option would be to include fewer community officers, but to employ them full-time. This would mean they would cover more than one local authority area but would spend much more time travelling, studying the local area to understand its LEQ problems and people, and building local connections. This option would reduce the amount of time actually delivering the project as time would

be lost to travel, familiarisation, planning and networking.

It would be extremely difficult to scale these officer costs down. If we did, then we would not be able to operate across Wales in the way we have proposed or deliver all the outputs and outcomes. As more and more people want to take action to improve LEQ, partners are finding it increasingly difficult to meet demand from local communities, general public, businesses and others. The new approach proposed by Caru Cymru will help meet that demand and prevent some issues from occurring. However, that can only happen if the project employs sufficient, trained, experienced staff to set it up and deliver across all partner organisations.

One option to tackle litter and fly-tipping is for partner staff to simply support every request for a litter-pick from local people, schools and businesses throughout the year. This is very time-consuming and inefficient with partner staff having to drive sometimes long distances to deliver and collect kit, and clean-ups happening in areas where they are not really needed e.g. beaches which are cleansed by local authorities. We have chosen the alternative approach of establishing a network of community litter-picking hub that people can borrow equipment from, removing the need for community officer attendance. By also running bi-annual, National clean up campaigns we can still support volunteers who need the support whilst ensuring they are tackling areas in need and not duplicating efforts. Mapping all of these activities on an electronic system can help us identify problem and popular clean-up locations and help us to locate future hubs where they are most needed.

Involving volunteers in conducting LEAMS surveys and adapting methodology has been considered but is ultimately not viable due to the frequency and consistency needed to gather robust data. KWT policy officers will be expanding the methodology, based on current Welsh Government priorities such as the Single-use Plastics Directive and will pilot a new technical system allowing for the automatic mapping of data on to GIS which will then be shared with relevant local authority partners. It is hoped that this approach will allow for quicker and more efficient action based on spatial data and easier visualisation of local issues.

Ensuring that the project meets the requirements of RDP funding will be challenging, and as lead partner, Keep Wales Tidy is responsible for gathering all financial and progress information from partners and allocating grant funding accordingly, therefore we have included some necessary financial and administrative support. Without it we will not be able to manage the project properly or meet the administrative demands of RDP. An alternative approach would be for each partner to be responsible for submitting their own claims through a local delivery model. This would be an inefficient model as claims are complex and need people with the skills and expertise to prepare them. Through Keep Wales Tidy acting as lead partner, being responsible for project finances and using one financial system, we can prepare project guidance for partners

to follow and ensure they are all providing the correct evidence before submission, saving time and effort and reducing the risk of claims being delayed.

Careful consideration was given to which organisations should be invited to form the partnership that will deliver the Caru Cymru project. It was agreed that since Local Authorities have responsibility for aspects of local environmental quality, it would be critical for the success of the project to collaborate with all 22 local authorities in Wales. This will allow a strategic approach to all the project activities, avoiding duplication and ensuring a clear delineation between statutory duties of local authorities and delivery of Caru Cymru.

Keep Wales Tidy recognised the importance of bringing about behaviour change in communities to prevent littering and other anti-social environmental behaviours happening in the first place. Cardiff University's behaviour change unit were therefore also invited to become a partner, bringing their expertise to inform our approach to pilots and campaigns. A key element of the project will be to tackle the issues of fly-tipping, so Fly-tipping Action Wales will also work closely with other partners in the project to maximise the effectiveness of our approach to this issue.

These organisations were chosen as 'formal' partners, but in every pilot and activity undertaken, other partners will be identified to ensure an integrated approach. These will include key public sector bodies such as the police, fire service and health boards, local and national businesses, third sector organisations and community groups.

Indicators and Outcomes	
Programme Level Indicator	
Number of cooperation operations supported = 1	
Case Level Indicators	Target
Number of information dissemination actions / promotional and/or marketing activities undertaken to raise awareness of the co-operation project and/or its outcomes	121 <i>(see breakdown in table below)</i>
Number of jobs safeguarded through supported projects (FTE)	37.7 <i>(23.3 KWT and 14.4 councils and Cardiff University)</i>
Number of jobs created	2.8 <i>(councils and Cardiff University)</i>
Information dissemination activity	
	Number
Creation of Caru Cymru web pages and LEQ Hub Cymru (online) where project information will be promoted	1
National press releases issued relating to the project launch, clean-up campaigns, awareness campaigns and litter picking hubs.	12
Bilingual press release templates created for partners promoting key project activities and outcomes.	12
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1
Project brand and language guidelines produced and disseminated to partners.	1
Presentations on the project to encourage participation (eg presenting to businesses, school clusters, community forums, colleges) – 1 per county per year	66
Annual report/infographic to highlight annual outcomes (1 per year)	3
Promotional events (1 per year)	3
Dissemination of information/lessons learned from pilot trials	22
Total	121

Please see section 6 of the Caru Cymru delivery plan (Project Plan Annex 4) for a more detailed breakdown of project outputs, outcomes, benefits and metrics, how they will be delivered and how they help deliver Welsh Government programmes and priorities.

Explain how progress will be monitored, including any arrangements for independent external evaluation where necessary.

Monitoring outputs (please see section 7 of Caru Cymru delivery plan Project Plan Annex 4 for more detail)

At the start of the project (as soon as the grant offer letter is received) we will commission an external evaluator to help prepare a monitoring and evaluation framework. A draft tender brief can be found in Project Plan Annex 8. The successful evaluator will work with Welsh Government and all project partners to agree baseline data, outcomes and outputs against which we can measure delivery against the agreed performance indicators.

Electronic reporting systems will be devised for project partners and participants (e.g. community groups, schools, businesses) to capture project outputs. It will capture activity type e.g. litter-pick, plastic prevention, fly-tipping removal, number of people, amount of time spent and outputs e.g. bags collected. It will enable volunteers to capture activities in real-time whilst in the field. Volunteers will use smart phones to upload GPS tagged photos and output data which will automatically upload to Keep Wales Tidy's GIS system, saving time and providing spatial data of community activities. This will be very useful for capturing data from litter champions/community hubs and show the scale of volunteer activity across Wales. We will ensure that data can also be entered using a PC for those who prefer not to use a phone.

Keep Wales Tidy officers will work with local authority partners to complete quarterly reports per county containing all project activities. Data will be inputted on our GIS system and available to partners. Keep Wales Tidy officers will also complete case studies which contain both qualitative and quantitative information against the WBFGA goals. LEQ action plans will be monitored and reported against quarterly for each Local Authority area.

Annual litter surveys will be conducted by Keep Wales Tidy staff to gather evidence on litter quantities and specific types e.g. single-use plastic. They will help monitor the impact of the project. Data will be uploaded directly onto GIS. All results will be collated and reports for every local authority will be written. Litter survey methodologies (building on LEAMS) will be adapted in partnership with Welsh Government and project partners in order to best capture priority issues, project

progress and monitor effectiveness of campaigns. Data will be uploaded directly onto GIS.

Pilot projects, awareness campaigns, LEQ trials and behaviour change campaigns will have their own robust reporting methodologies and mechanisms which will be devised prior to commencement. This will include gathering of baseline and post campaign data.

Measuring Outcomes and cross disciplinary benefits, including economic, social, environmental and cultural impact and successes.

Public Perception studies will be conducted by Keep Wales Tidy and partners. The content and approach of these studies will be agreed with Welsh Government and project partners and devised by the appointed evaluator. We will work with Cardiff University to explore opportunities for evaluation to promote policy learning from our activities and ensure that the most successful approaches can be scaled up.

We will capture personal stories from people to find out how the project has personally impacted on them, including evidence of health/wellbeing benefits, skill development and how volunteering has helped to tackle social exclusion. These will be for volunteers, community members and project partners to show very real economic, social, environmental and cultural impact and successes. We aim to enlist the help of some undergraduate student placements through the project to help us capture and analyse this data.

Project Evaluation

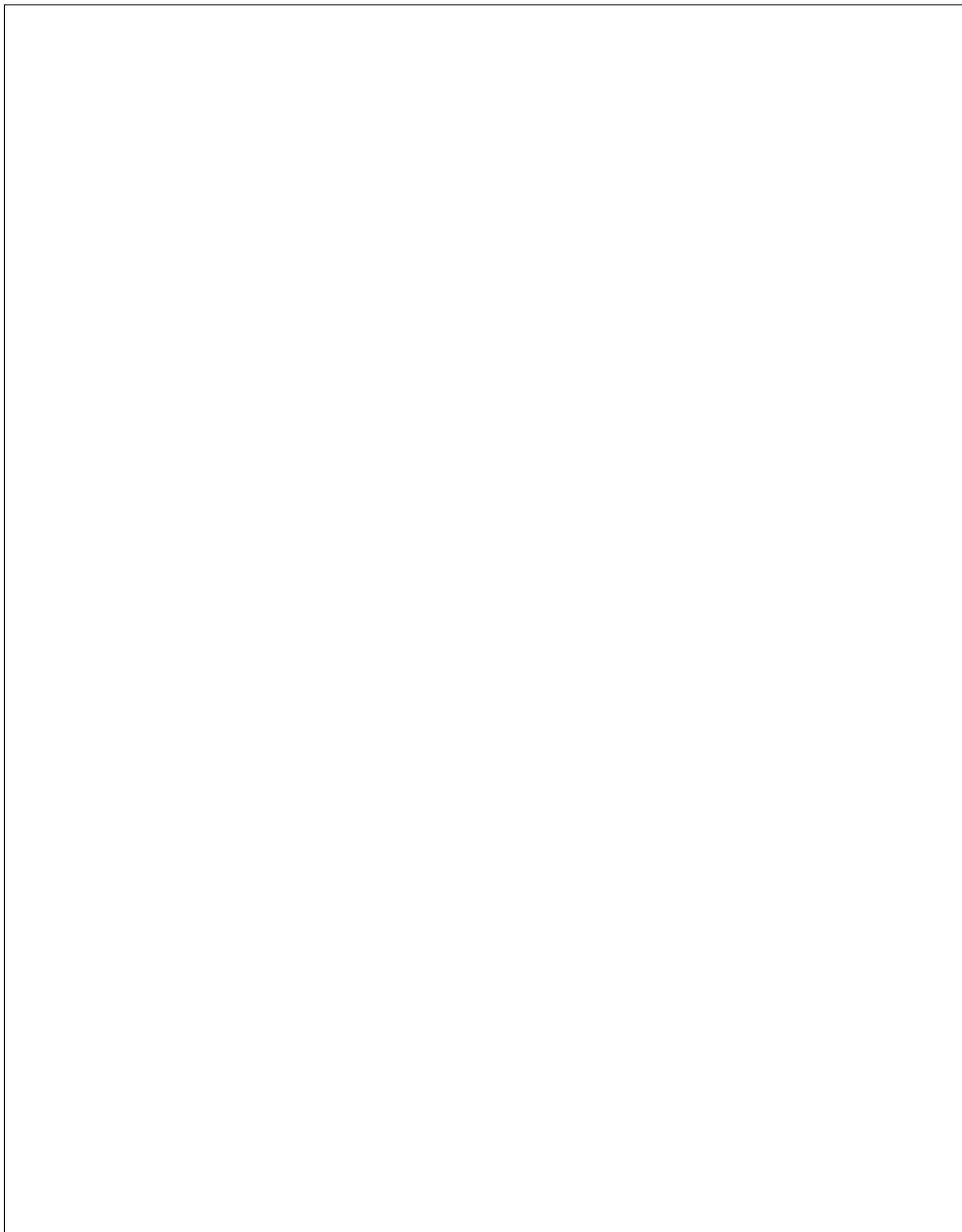
We will commission an external evaluation for the project. The evaluation will gather baseline information in the first six months, re-visit at midway through the project and produce a final report. The evaluation will include an analysis of all project outputs and all monitoring information gathered from partners and participants (qualitative and quantitative).

Before engaging on the trials/pilots we will carry out more detailed surveys to gather information on aspects such as community skills, health, resources, issues and perceptions. This will provide us with baseline information against which we can monitor, will assist us in evaluating the impact of activities and provide all partners with suggestions for possible improvements to delivery methods. It will ensure that refinements or any suggested improvements can be implemented prior to the end of the project.

The surveys will assess new skills and other benefits (e.g. health) gained as a result. It will also ask how participants feel about their local area (e.g. do they feel safe) and will capture 'soft skills' (e.g. confidence, wider social networks) so that the full impact

of the project can be evaluated.

The project will disseminate all learning through the various new fora that will be established, through project reports and external publicity.



Suitability of Intervention

Explain how the project will not duplicate any existing provisions or any known intended provisions either through other statutory service providers, other Welsh Government funded initiatives or other EU funded projects.

This project will bring all 22 Local Authorities in Wales together to work in partnership with Welsh Government, Keep Wales Tidy, Cardiff University and local communities to trial new approaches to solve the complex issue of poor LEQ. By working with these key stakeholders, we are confident there will be no duplication as they are the key organisations with responsibility for LEQ issues. The work will be over and above statutory duties of councils and the new approach will ensure all partners are engaged before any work commences. The creation of LEQ action plans for each council area will identify priority issues as well as the organisations who should help play a part in tackling them. Therefore, we aim to hopefully engage additional partners in meaningful collaboration rather than duplicate any efforts. The project will bring together national expertise, work strategically across Wales, but have local on-the-ground delivery. This means that partners will be aware of all local trials and be able to learn from each other through open communication channels so that expertise can be shared rather than replicated. National campaigns will remove the need for local campaign development, saving both time and money and ensuring bigger impact.

Explain how the proposed project will build on any previous activities and how it will develop lessons learned from previous programmes.

Keep Wales Tidy worked in partnership with all 22 local authorities on the Tidy Towns project from 2008-18 which aimed to engage communities in looking after, and improving, their local area. Tidy Towns has given project partners a vast amount of skills and experience in terms of how to engage local people, enthuse them about the natural environment and set them up as sustainable community groups. However, it did not impact significantly on the amount of litter that is found on the streets, waterways, coastline and green spaces of Wales. Keep Wales Tidy has become expert in engaging volunteers, encouraging them to take responsibility for their local area and removing litter and waste, but not so successful in preventing it in the first instance. Caru Cymru will still support local communities, (through a variety of mechanisms) but the focus of the work of project staff will change from just supporting people to conduct clean ups to undertaking prevention activities too. The world we live in has changed dramatically and more and more single use products (largely food on the go) are found as litter. Changing the behaviour of people is the key to solving the problem, hence the involvement of behaviour change experts from Cardiff University.

Keep Wales Tidy has been running a Caru Cymru development phase for the past year so has the experience and skills to deliver the project effectively. The

development phase enabled us to set up and trial operating, monitoring and financial systems, establish good links with partners (operational, financial and communication) and ensure personnel were trained and upskilled. Some aspects of the project have been piloted, amended and adapted. For example, litter surveys have been conducted for the past 10 years, but the methodology and survey tools were clunky, took a lot of time to input and did not capture the level of detail that was needed for new legislation that has/will come into force. A new electronic survey system has been trialled and will be utilised as part of Caru Cymru. During the Tidy Towns project, the awareness of single-use plastic and impact on wildlife increased enormously (Blue Planet II effect) and the desire and willingness of the public and companies to 'do their bit' increased hugely as a result. Keep Wales Tidy and local authorities have struggled to keep up with demand for community litter-picks, so a number of litter-picking hubs were set up and trialled during the development phase. The hubs have been well received. Lessons have been learned and new guidance tools being developed so they can be rolled out as part of Caru Cymru.

Where appropriate explain how this project offers new and/or different approaches and solutions for the proposed activities.

Project partners and volunteers cannot simply keep picking up litter. Caru Cymru will take a new and innovative approach to tackling LEQ issues more effectively, with the aim of preventing litter from occurring. These include:

- A national collaboration to tackle poor LEQ, based on local need and evidence gathered through the formulation of LEQ action plans for each local authority in Wales.
- A virtual Centre of Excellence, LEQ Hub Cymru, to tackle the most common and persistent LEQ issues. It will bring together expertise, conduct research, provide advice, plan, run, monitor and evaluate pilots and targeted awareness/behaviour change campaigns, so we can see what works most effectively. A new website will be created that will contain information and resources on how to tackle important LEQ issues and a forum section to allow partners to network, exchange ideas, provide and receive technical advice, ask for support and brainstorm together.
- Deliver **national** awareness raising and behaviour change campaigns on dog fouling, fly-tipping and littering from vehicles. To date, campaigns have been run locally with little research conducted beforehand or monitoring afterwards. Caru Cymru will bring together all partners and experts to ensure the correct messages are used in campaign materials, and that all partners use the same materials in their area, so maximising the campaign impact.
- Production of an LEQ campaign toolkit. This will include resources to help people across Wales run tried and tested LEQ campaigns in their locality. Resources

may include posters, press releases, social media imagery, survey tools and guidance documents. The resources will be editable so they can be tailored for any location and be freely available to all communities

- Tiny Forest pilot to improve biodiversity and plant trees in a deprived area that lacks tree coverage. This will help deliver the National Forest ambition. This project has been successfully run in other parts of the world, but never been trialled in Wales
- Establishment of a large, network of community litter-picking hubs to facilitate and support widespread community clean-ups
- Introduction of an adoption scheme for schools and businesses to keep areas litter-free and prevent further littering. We will encourage and support them to adopt a suitably sized area and train them in how to conduct safe clean-ups. They will be taught how to survey, record and monitor their results as well as identifying litter sources so that prevention measures/campaigns can be planned.
- Investigation of methods to deal with marine plastic and help the circular economy

Cross Cutting Themes

- **Equality of Opportunity and Gender Mainstreaming**

All partners have equal opportunities policies. The project will be open to all members of the public regardless of age, gender, race or creed. The work will engage all sectors of the community and will offer volunteering opportunities to suit all abilities. Anybody who wants to get involved can, and we will endeavour to find suitable activities for anyone who is interested. All project work will be undertaken on public land or private land with public access. The project seeks to encourage all sections of the community to participate in improving their local area. Keep Wales Tidy has extensive experience of working with disengaged and disadvantaged groups and enabling them to become active citizens.

- **Sustainable Development**

The project encompasses environmental, social and economic agendas and the impact of the activities creates multiple benefits. It will implement national objectives through local action. Community-led environmental action enhances community resilience, increases skills and confidence, improves health and well-being and stimulates more enterprising activities. All LEQ action plans will work towards the Sustainable Development principles and 17 Sustainable Development Goals.

Social: Local communities will be involved in developing local plans, will identify projects of importance and be involved in preparing and delivering solutions. We will bring people together from across the community (public, private and voluntary sector) and establish sustainable groups who will play a huge role in improving the LEQ of their own areas. The project will work with a variety of groups from different backgrounds, engaging with under-represented groups through our local networks.

Economic: Better local environments can support increased economic activity, attracting business and tourism. The project will provide visitors with a quality experience when visiting areas, encouraging them to stay longer and to return. New business is more likely to locate in cleaner communities than those which appear to have little community pride, often typified by high levels of litter. Involving the local community will improve the level of social responsibility felt by residents, which has been shown to have a positive effect on economic growth of an area. Building the capacity of communities to generate income enables them to improve their environment. The money raised will be spent locally, benefiting local businesses. Volunteers provide assistance to the local authority by litter-picking, managing woodlands, footpaths, etc which can help to maintain green spaces in the light of budgetary cuts.

Environmental: All elements of the project have an environmental focus with the ultimate aim to improve the quality of the Welsh environment, to improve 'front door' environmental issues and empower communities to take responsibility for the places

they live.

- **Tackling Poverty and Social Exclusion**

Our network of skilled, experienced officers will support existing, and help create new community groups who will tackle local problems together and instil community pride. This will create new social networks and increase community cohesion, as well as ensuring that people live and work in cleaner, safer and more attractive communities. We will continue to prioritise working with disengaged groups and vulnerable individuals. By transforming neglected sites into community assets and improving LEQ we will also address the imbalance of environmental injustice and contribute towards creating a fairer Wales. We will support community groups to establish and run new enterprises and start generating their own income, particularly in relation to the green and circular economy.

- **Promotion of the Welsh Language**

A Welsh-only project name has been chosen in recognition of the importance of the language. The Welsh Language Commissioners office is very supportive of this approach as it promotes the use of the language to the thousands of participants who will be involved. All partners have Welsh Language Policies that have been approved by the Welsh Language Board. All project procedures and public information will be bilingual. Keep Wales Tidy aspires to appoint Welsh speaking staff in predominantly Welsh-speaking areas. Over half of our staff are bilingual and are proud to support and promote the use of the Welsh language in our work. Local authority project partners are fully bilingual. The project will endeavour to offer Welsh-speaking opportunities to communities as often as possible.

- **Children's Rights**

The project will impact on several articles within the UN Convention on the Rights of the Child. Children will have the ability to engage in the project, either through school or with an adult and will have the opportunity to express their views and opinions on their local area. It will assist children's development of respect for the natural environment and help provide safe and clean spaces to engage in leisure, recreational and play activities.

Long Term Sustainability

Caru Cymru gives us an opportunity to build on existing work and trial new approaches in order to come up with effective solutions to tackle poor LEQ. Crucially, this funding will provide a vital foundation to enable partners to engage with a range of organisations in public and private sectors to **lever-in additional resources** through sponsorship, formal partnerships, contracts, and ‘charged for’ services, which will generate sufficient funding for sustained delivery in years to come. Private sector partners are providing some match funding for the project and our aim, through delivering successful outcomes and visible improvements to LEQ, is to attract new private sector partners to invest in future delivery.

We will endeavour to engage all sorts of private sector organisations in the project. This will include large multi-national companies e.g. McDonald’s and Coca-Cola, small local businesses, large offices who employ lots of staff, construction companies who are building new estates/schools, packaging producers, project suppliers, recycling companies who want to support local initiatives and any company who has a desire to improve LEQ or support local community action.

We will develop a list of sponsorship options for companies and dedicate time to developing partnerships. Options will include the sponsorship of litter champions, litter-picking hubs and new community groups. We will attempt to secure sponsorship at a local, regional and National level from private sector and suitable public sector organisations e.g. town and community councils.

Whilst we will build on previous experience, this new approach to tackling poor LEQ provides a step change in the way the partnership moves forward, with much more focus on **prevention** by reducing waste generation at source (single-use packaging etc.) and working in partnership with retailers at a variety of levels (national, regional and local). Partners and community groups will build relationships with private sector and others to enable them to take on **more responsibility** for their local area (e.g. adopting litter-free zones). As more companies adopt their local area, the need for clean-ups by volunteers and local authorities should reduce.

We will also engage with schools and further/higher education establishments to **change young mindsets** and encourage greater leadership and responsibility. We will encourage schools to adopt litter-free zones and carry out behaviour change and awareness raising activities to help prevent littering, so reducing the burden on project partners.

Caru Cymru will include trialling a number of **behaviour change and awareness raising campaigns**. By raising awareness of the environmental, economic, social and health impacts that dog fouling, fly-tipping and littering cause, the project aims to see a reduction in future incidences. We hope that as more groups run local campaigns

and generate media interest, it will have a knock-on effect to neighbouring groups who will also want to run campaigns in their area.

The work of Local Authorities will be more impactful as they will be targeting **priority LEQ areas** and working collaboratively with partners to solve complex LEQ issues.

As volunteers develop skills and build capacity, they will be able to source other pots of funding to fund their work, enabling their activities to expand and reducing reliance on partners' resources. As groups gain experience, they will be able to offer peer support to other groups as they start to tackle poor LEQ in their areas, building up a supportive **community network** of volunteer champions. We will help facilitate this through the investigation and establishment of a web-based, **Caru Cymru portal** where Keep Wales Tidy officers and partners can network, share information, problem-solve and interact with each other so reducing the reliance on partner staff to resolve issues and provide support.

By introducing a smart phone reporting system, the project will **reduce the amount of time** needed to compile reports for funders by project staff. Gathering data from hundreds of groups and thousands of litter champions is extremely time-consuming. New technology will enable metrics to be captured far more efficiently and will provide useful spatial data to enable problem areas to be identified and prioritised.

By establishing a network of self-managed, litter-picking hubs, Caru Cymru will **reduce the demand** on Keep Wales Tidy officers and council staff to attend one-off litter-picks. Organising equipment for groups is extremely time-consuming and officers struggle to keep up with demand. The hubs will allow more volunteers to take part in action to clean up their area, allowing officers to spend more time on actions to prevent further littering.

Keep Wales Tidy sells litter-picking equipment on its website and volunteers and companies will be encouraged to purchase their own kit. Partners will signpost groups to funding sources such as small grant schemes.

The waste- revenue pilot will demonstrate ways in which community groups can self-sustain their activities by **generating revenue** from their actions. The project will also support groups in generating and securing income from a variety of sources to support future sustainability. Project partners will investigate opportunities for generating revenue from activities and we will work together to identify local connections and potential funders.

Through involvement in recycling and reuse schemes, the project aims to 'give waste a value' and encourage groups, schools and organisations to put more emphasis on extending product life and so reducing the likelihood of waste items being discarded

irresponsibly. As we help groups generate income from waste, it should reduce the amount that escapes into the environment.

Local authority partners will consider adding successful elements into future strategic plans. The ability to **mainstream work** into current service delivery after the funding period may be achievable through additional enforcement income. Some council partners are looking into creating additional litter/fly-tipping enforcement options so that any surplus can be re-invested into the service and preventative products e.g. additional bins, dog waste bags, stubbies/pocket ashtrays.

A key aim of the project is to instil a sense of ownership into the local community and support groups so they become self-sustaining. **Capacity-building** through the provision of training/advice and assisting in the development of partnerships, will enable groups to become sustainable. Project staff will assist community groups through all aspects of their work until they are confident and capable enough to 'go it alone'. Experience shows that as groups gain experience and develop new skills and confidence, the amount of support needed decreases. The project will help to grow **social capital** which will be a key resource for maintaining long-term sustainability. As confidence to take on responsibility for green spaces increases, asset transfers to the community will be investigated.

Through instilling a sense of pride, communities will no longer accept the environmental degradation that currently exists in some areas. The community will act as local wardens, not accepting litter and fly-tipping but reporting such acts of anti-social behaviour to appropriate agencies, which will deter future offenders and encourage others to change behaviour (e.g. switch from single-use plastic).

By working in a facilitating role within the partnership, Keep Wales Tidy effectively liaises between the community and project partners. This establishes a closer working relationship with the relevant agencies such as Local Authorities and NRW, enabling and empowering communities to be able to work directly with them in the future.

In many EU states, significant levels of money generated through EPR schemes are granted to organisations who work on LEQ issues and campaigns. Work is currently being undertaken at a UK Government level to review existing EPR legislation and the potential for a DRS scheme, both of which could be potential sources of funding for future work, particularly if this was to be fairly administered through each of the devolved administrations.

3. PLANNING PERMISSION AND OTHER LICENCES AND CONSENTS

This section will apply to a small number of projects. However all applicants must make a formal declaration of the potential environmental impacts even for projects where planning permission, other licences or consents do not apply.

3.1 Planning Permission

You must have any planning permission necessary for your project.

Is this required for your project? Yes No

If 'Yes', has full planning permission been obtained? Yes No

If it has not been obtained when is this expected?

If your project does not require planning permission please state why not.

The project will not be carrying out any activities that require planning permission

If your project requires planning permission please state if any of the following supporting documents are attached to the application:

Map to the scale of 1:1,200/1:1,250 showing the site of the project in relation to these areas, and a plan showing the proposed location of the capital equipment

Yes No

A copy of the Local Authority's detailed planning approval

Yes No

A copy of the Environmental Impact Assessment

Yes No

A copy of the BREEAM Assessment

Yes No

3.2 Other Licences or Consents

Does your project require any other licences or consents; for example, abstraction licences, discharge licences, waste management licences, change of business usage, or any other type of statutory permission necessary for the activity to take place?

Yes No

If 'Yes', please give details

The project will require waste transfer licences to collect and dispose of waste collected from community litter-picks. This function will be carried out by local authority partners who have all the relevant licences and permissions necessary.

3.3 Environmental Impact

Will your project affect a Ramsar Convention Site or a Conservation Area established under either the Wild Birds Directive (SPA) or the Habitat and Species Directive (SAC)?

Yes No

If 'Yes', please give details

Some activities may be undertaken by volunteers and partners in conservation areas e.g. litter-picks and will be conducted in partnership with site managers

Will the project have an impact on surface or ground water (including streams, lakes, coastal waters etc), or will the main uses of water in the zone be adversely affected?

Yes No

If 'Yes', please give details

Will the atmosphere in the area of the project be adversely affected?

Yes No

If 'Yes', please give details

Will the noise generated by the project be significantly higher than existing background levels?

Yes No

If 'Yes', please give details

Will the project create dangerous, irritative or noxious wastes/emissions?

Yes No

If 'Yes', please give details

In the area of the project site are there risks of erosion or landslide?

Yes No

If 'Yes', please give details

Some activities may be carried out in coastal areas near cliffs. In these instances, volunteers are provided with health and safety advice and will conduct risk assessments to ensure they stay well clear of potentially dangerous areas.

Please answer the questions below as fully as possible and provide any further environmental information that you have in your possession
e.g. correspondence with Natural Resources Wales, CADW or other Statutory Body

Does the project involve the use of chemicals (or other products) which are harmful to the environment?

Yes No

If 'Yes', please give details

Will the project have a significant impact on:

flora and fauna? Yes No

soils? Yes No

topography? Yes No

climate? Yes No

geology? Yes No

vegetation? Yes No

cultural heritage? Yes No

If 'Yes' to any of the above, please give details

Whilst the project will have no significant impact on any of the above, it will hopefully improve all of the above in areas where poor LEQ is addressed.

4. CHECKLIST OF ATTACHMENTS

Full applications are made up from a number of different documents and sources of information submitted in support of the application.

Appraisal of your application will not start until the full application has been submitted via WEFO Online.

Before submitting your application please check you have completed and/or attached the following:

Application Form Part One – Applicant Details

Application Form Part two – Project Plan

Last three years trading accounts (where applicable)

Cashflow – for the period of the project delivery

5. DECLARATION BY APPLICANT

- I confirm that I have read and understood the relevant Scheme Guidance Notes and that I am authorised to sign this application.
- I declare that the information contained in this application is true to the best of my knowledge and belief.

Welsh Government Rural Communities – Rural Development Programme 2014-2020
Application Form – Project Plan

- I confirm that none of the items covered by the application are replacements under an insurance claim.
- I declare that the project would not be carried out but for the grant requested and that the level of grant applied for is the minimum necessary for the project to proceed.
- I undertake to meet any obligations in relation to obtaining of planning permission and, where appropriate, tendering for public works.
- I undertake to meet any statutory obligations such as Health and Safety; employment; hygiene; environmental management and protection; animal or crop health and welfare that apply during the time of this project.
- I undertake to notify Welsh Government of carrying out any changes to the nature or construction of this project.
- I undertake to notify Welsh Government of any other application for grant aid for this project.
- I confirm that no work on this project has been undertaken other than consultancy work, site purchase, the obtaining of quotations, the obtaining of planning permission or the drawing up of site plans.
- I acknowledge that neither Welsh Government nor any adviser appointed by Welsh Government shall be responsible for any advice given, including without limit any advice given in relation to this application or business development plan, and that I am solely responsible for all business decisions undertaken.
- I undertake to notify Welsh Government of any changes to the details provided in the Applicant Details Form.

Name (block capitals)	LOUISE TAMBINI
Date	11/2/2020
Position	DEPUTY CHIEF EXECUTIVE

Electronic Signature

By submitting this form through WEFO Online you are making the above declaration.

WARNING – Any person who knowingly or recklessly makes false or misleading statements for the purposes of obtaining grant under the Rural Programmes or assisting another to obtain grant may be prosecuted.