

Part one: Introduction

Welcome

The Parks for People programme is for projects related to historic parks and cemeteries in the UK. You can apply for a grant from £100,000 to £5million. The application process is in two rounds.

In England, the programme is jointly funded with the Big Lottery Fund (BLF).

About this guidance

This guidance will help you decide whether this is the right programme for you, as well as providing you with the information you'll need to plan an application at both first and second rounds.

Read **Part one: Introduction** and **Part two: Application process** to find out about what we fund and how to apply.

Part three: Receiving a grant tells you about how we will work with you if you receive a grant.

Part four: Application form help notes provides information to help you answer each of the questions on the application form.

The **appendices** expand on our requirements for certain types of projects, and we have defined some of the terms we use in a **glossary** at the back.

Help we offer

Project enquiry service

Please tell us about your idea by submitting a project enquiry form online. Staff in your local HLF office will get in touch within 10 working days to let you know whether your project fits this programme and to provide support with your application. Information submitted as part of a project enquiry is not used in the assessment of an application.

We recommend that you read **Parts one and two** of this Parks for People application guidance before sending us your project enquiry.

We also provide a range of resources designed to help you plan your heritage project, and examples of projects that have successfully achieved outcomes for heritage, people and communities. You can find these online.



Who we fund

Under this programme, we fund applications from:

- not-for-profit organisations; and
- partnerships led by not-for-profit organisations.

If you are applying as a partnership, you will need to nominate a lead applicant. The lead applicant should provide a signed partnership agreement showing the involvement of each partner and how the project will be managed.

If private owners or for-profit organisations are involved in a project, we expect public benefit to be greater than private gain.

Here are some examples of the types of organisations we fund:

- local authorities;
- charities or trusts;
- other public sector organisations;
- Community Interest Companies;
- community/parish councils;
- social enterprises;
- community or voluntary groups.

We expect the lead applicant's constitution to include the following (unless the lead applicant is a public organisation):

- the name and aims of your organisation;
- a statement which prevents your organisation from distributing income or property to its members during its lifetime;
- a statement which confirms that, if your organisation is wound up or dissolves, the organisation's assets will be distributed to another charitable or not-for-profit organisation and not to the organisation's members;
- the date when the constitution was adopted; and
- the signature of your chairperson (or other suitable person).

What we fund

The heritage of a park or cemetery includes many different things from the past that we value and want to pass on to future generations, for example:

- the landscape design layout;
- surviving or lost historic features or buildings;
- natural heritage including priority habitats and species;
- archaeological sites, earthworks or features from an earlier phase of design;
- collections of plants, trees, objects or documents;
- cultural traditions such as stories, festivals, fairs and crafts;
- people's memories and experiences of the park or cemetery; and
- the history associated with individual features such as memorials or veteran trees.

We fund projects that make a **lasting difference** to **heritage, people** and **communities** in the **UK**.

When we say **project**, we mean work or activity that:

- is defined at the outset;
- has not yet started;
- will take no more than five years to complete;
- will contribute to achieving the outcomes we describe.

Our priority for this programme is to conserve the existing heritage of a designed park or cemetery.

The assessment process is competitive and we cannot fund all of the good-quality applications that we receive. As a guide, the following are unlikely to win support:

- projects outside of the UK;
- promoting the cause or beliefs of political or faith organisations; or
- projects where the **main focus** is:
 - the construction of a new building or structure, a car park, a sport or play facility;
 - a new park or cemetery, or a major redesign of an existing park or cemetery;
 - repairing memorials unless this is part of a wider cemetery conservation project;
 - meeting your legal and statutory responsibilities such as the requirements of the Equality Act 2010 which incorporates the Disability Discrimination Act.

By public park we mean an existing designed urban or rural park, the main purpose of which is providing free access to informal recreation and enjoyment. Our definition includes urban parks, country parks, gardens, squares and seaside promenade gardens.

By cemetery we mean a burial ground or cemetery that has a formal existing design.

You will need to show that the local community values the park or cemetery as part of their heritage, and that they are already actively involved in its management through, for example, a user group, a Friends group or other community group.

If you have a project mainly focused on restoring a principal building such as a mansion in a public park or a cemetery chapel, or concerning a churchyard, allotments, linear walks or other natural green spaces you should consider making an application through our other grant programmes.

As your project will involve **land, buildings or heritage items**, please read **Appendix 2: Property ownership**

If your project is designed to benefit people in Wales, we expect you to make appropriate use of the Welsh language when you deliver your project.

The difference we want to make

We describe the difference we want to make to heritage, people and communities through a set of outcomes. These are drawn directly from our research into what projects have actually delivered.

Your project will need to contribute towards the ten outcomes listed here. We will consider the quality of the outcomes that your project will achieve and anticipate that you will contribute to some more than others.

We describe the outcomes we value the most as 'weighted' outcomes.

We provide detailed descriptions of these outcomes in **Section four: Project outcomes** in **Part four: Application form help notes**. These tell you what changes we want to bring about with our funding, and include some suggestions of how you can measure them.

Outcomes for heritage:

W Weighted

With our investment, heritage will be:

- better managed **W**
- in better condition
- better interpreted and explained
- identified/recorded

Outcomes for people:

With our investment, people will have:

- developed skills **W**
- learnt about heritage
- volunteered time

Outcomes for communities:

With our investment:

- your local area/community will be a better place to live, work or visit **W**
- negative environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage.

Costs we can cover

Direct project costs

Your application should include all costs that are directly incurred as a result of the project.

Direct project costs include:

- new staff posts to deliver the project;
- extra hours for existing staff to deliver the project;
- the cost of filling a post left empty by moving an existing member of staff into a post created for the project;
- payments/bursaries for trainees;
- professional fees;
- capital work;
- activities to engage people with heritage;
- evaluation;
- promotion; and
- extra costs for your organisation, such as a new phone, extra photocopying, new computers or extra rent.

Direct project costs do not include:

- the cost of existing staff time (unless you are transferring an existing member of staff into a new post to deliver the project); or
- existing organisational costs.

Please read about our requirements for **buying goods, works and services** in **Part three: Receiving a grant**.

Full Cost Recovery

For voluntary organisations, we can also accept part of an organisation's overheads (sometimes called 'core costs') as a part of the costs of the project. We expect our contribution to be calculated using Full Cost Recovery. We cannot accept applications for Full Cost Recovery from public sector organisations, such as government-funded museums, local authorities or universities.

Your organisation's overheads might include overall management, administration and support, or premises costs that relate to the whole organisation. Under Full Cost Recovery we can cover a proportion of the cost of an existing member of staff, as long as they are not working exclusively on the HLF-funded project.

Recognised guidance on calculating the Full Cost Recovery amount that applies to your project is available from organisations such as the Association of Chief Executives of Voluntary Organisations (ACEVO) (www.acevo.org.uk) and Big Lottery Fund (www.biglotteryfund.org.uk). You will need to show us how you have calculated your costs, based on recent published accounts. You will then need to tell us on what basis you have allocated a share of the costs to the project you are asking us to fund, and we will assess whether this is fair and reasonable.

Your contribution

We ask you to make a contribution towards your project. We describe this as 'partnership funding' and it can be made up of cash, volunteer time, non-cash contributions, or a combination of all of these. Some of your partnership funding must be from your own organisation's resources.

The value of increased future costs of management and maintenance for up to five years after practical completion can be included as partnership funding. This cannot be used as your only partnership funding contribution from your own resources.

- If your total grant request is **less than £1million**, you must contribute at least **5%** of the costs of your development phase and **5%** of the costs of your delivery phase.
- If your total grant request is **£1million or more**, you must contribute at least **10%** of the costs of your development phase and **10%** of the costs of your delivery phase.

Other information about your application

Freedom of information and data protection

We are committed to being open about the way we will use any information you give us as part of your application. We work within the Freedom of Information Act 2000 and the Data Protection Act 1998. When you submit your declaration with your application form you are confirming that you understand our obligations under these Acts.

Complaints

If you want to make a complaint about HLF, we have a procedure for you to use. This is explained in *Making a complaint*, a document available on our website. Making a complaint will not affect, in any way, the level of service you receive from us. For example, if your complaint is about an application for funding, this will not affect your chances of getting a grant from us in the future